



4174 Larch Avenue  
Palm Beach Gardens, FL 33418  
Web: <http://placestofly.com>  
Email: [scott@placestofly.com](mailto:scott@placestofly.com)  
1-800-634-8324

# Prospectus/Overview for PlacesToFly.com

Fall 2011

**General:** This is an incredible Business Opportunity. PlacesToFly was the first to offer national exposure of fly-ins and is the perfect venue to support both Regional and National advertising with some global revenue thrown in. Now you can expense your flying activities as part of this business by attending fly-ins, regional air shows and more! PlacesToFly is easy to maintain and only requires a few hours per week. Income potential is enormous but the company needs direction and proper management. Owner is retiring. The following is submitted to provide a prospective buyer with information needed to make an informed decision regarding the purchase of the web site, web site content, and domain name of <http://placestofly.com>, a business activity of GraphiTech Computer Systems. Asking price was only \$10,000 but now is \$4,500 or best offer!

**Origination Date:** <http://placestofly.com> was originated in August of 1999

**Current Expiration Date:** <http://placestofly.com> has been registered each year for the last ten years with the current expiration date set for July 2020.

**Registrar Data:** Contact the following for additional information on this web site.  
<http://www.networksolutions.com/whois-search/placestofly.com>

**History:** Places To Fly was originated for the purpose of providing an easy to use method of finding various places to fly on weekends, as well as the locations for air shows, resorts, breakfasts, etc. The site was started with Florida as the major listing but soon expanded to include other states as well. In the beginning, our listings were used to populate many other web sites. As time went on, the designer of the web site became less and less interested in spending the time needed to maintain listings, search out air shows or in general mine the internet for the type of activity required to populate this web site. The designer now spends between 1 and 2 hours per month on this site.

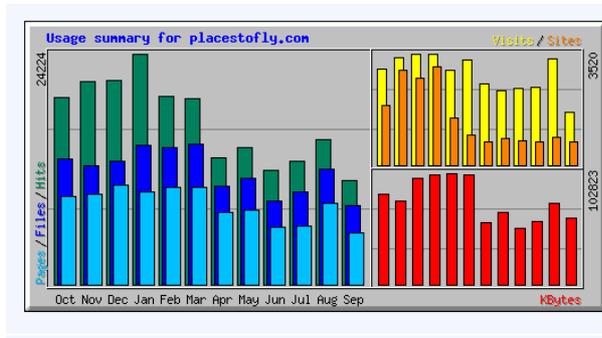
**Business Plan:** Provide pilots with an easy to use web site that identifies locations, dates and descriptions of events and activities. Update the listings by sending out emails to those persons previously listing with the site advising them that their listing is now published in placestofly.com. Send emails, letters or phone various businesses requesting their business ad on a state or home page. Review all additional listings in magazines and web sites (using our own program to parse emails from documents) to further populate our web site. Expand other revenue potential as required. Growth of the site is possible because the site offers what every pilot wants... and that is a place to fly for a weekend, a vacation, or just a simple hamburger.

**Ideal Owner:** The ideal purchaser of this web site would be an individual or business that desires additional income while wanting to provide pilots with information they need to enjoy the use of their aircraft. In addition, the web site would offer a means to expense flight related activities while only requiring upwards of 20 hours per month to maintain the site.

*Your One Stop for Fly-ins, Restaurants and More!*

**Current and Past Hits:** In the beginning when the designer had spent 20-30 hours per month maintaining the site, several thousand hits were generated daily from all over the world.

Currently, the following table indicates the various pages, files and hits associated with placestofly.com over a 12 month period.



The second table below identifies the same information on a monthly basis.

Summary by Month										
Month	Daily Avg					Monthly Totals				
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
<a href="#">Sep 2009</a>	493	379	244	75	741	60971	1666	5385	8345	10867
<a href="#">Aug 2009</a>	491	392	274	108	893	74546	3368	8503	12167	15238
<a href="#">Jul 2009</a>	418	315	200	79	750	58484	2449	6200	9765	12976
<a href="#">Jun 2009</a>	398	292	199	80	770	51746	2410	5998	8778	11952
<a href="#">May 2009</a>	464	359	253	76	843	66985	2366	7846	11132	14406
<a href="#">Apr 2009</a>	441	345	251	85	737	57596	2568	7534	10378	13253
<a href="#">Mar 2009</a>	631	475	328	107	948	100957	3337	10169	14755	19569
<a href="#">Feb 2009</a>	706	512	362	107	1503	102823	2998	10152	14358	19771
<a href="#">Jan 2009</a>	781	472	312	112	3121	101143	3498	9680	14649	24224
<a href="#">Dec 2008</a>	692	417	336	113	2732	97857	3520	10419	12943	21477
<a href="#">Nov 2008</a>	709	414	314	112	3009	76681	3389	9440	12442	21277
<a href="#">Oct 2008</a>	633	427	300	98	1878	83486	3045	9304	13241	19646
<b>Totals</b>						<b>933275</b>	<b>34614</b>	<b>100630</b>	<b>142953</b>	<b>204656</b>

In general, the daily visits are currently at their lowest point in ten years, primarily due to the decreased maintenance of the website by the designer. The daily visits should easily be able to be increased 20 to 100 times or more with very little effort but would require an expansion of current activity on the part of the new owner.

**Current and Past Revenue:** In the beginning, Places To Fly was created for the personal use of the designer and his friends and not as a revenue generating business. As a result, any revenue streams that were generated were passive, at best. But in the interest of disclosure, here are the revenue streams from Google AdSense for a single week in 2004 and a single week in 2008 with a final view of the last week of activity. This should provide a fairly accurate sample of activity on this site.

**Projected Revenue:** Looking at the passive income generated in 2004 based on an average of 46 page views per day and \$2.16 per day of income, it may be possible to increase the Google AdSense dollars to a minimum of \$43 per day or \$300 per week or \$15,600 per year (based on increasing page views by a factor of 20). Google has suggested methods to substantially increase this amount but they have not been acted upon by the designer. Other methods include Yahoo, Display Advertising, Hit based advertising, and sharing of links with other like minded web sites. In general, the site has enormous potential that is not possible with any other type of web site, although this is purely speculative.

## Google AdSense Reports

Date	Page impressions	Clicks	Page CTR	Page eCPM [?]	Earnings
Thursday, December 9, 2004	12	0	0.00%	\$0.00	\$0.00
Friday, December 10, 2004	12	1	8.33%	\$9.63	\$0.12
Saturday, December 11, 2004	117	1	0.85%	\$1.28	\$0.15
Sunday, December 12, 2004	45	0	0.00%	\$0.00	\$0.00
Monday, December 13, 2004	42	2	4.76%	\$158.99	\$6.68
Tuesday, December 14, 2004	40	1	2.50%	\$0.85	\$0.03
Wednesday, December 15, 2004	41	1	2.44%	\$2.99	\$0.12
Thursday, December 16, 2004	75	2	2.67%	\$4.17	\$0.31
Friday, December 17, 2004	30	9	30.00%	\$400.29	\$12.01
Thursday, December 11, 2008	19	1	5.26%	\$12.17	\$0.23
Friday, December 12, 2008	17	0	0.00%	\$0.00	\$0.00
Saturday, December 13, 2008	12	0	0.00%	\$0.00	\$0.00
Sunday, December 14, 2008	7	0	0.00%	\$0.00	\$0.00
Monday, December 15, 2008	10	0	0.00%	\$0.00	\$0.00
Tuesday, December 16, 2008	10	0	0.00%	\$0.00	\$0.00
Wednesday, December 17, 2008	11	0	0.00%	\$0.00	\$0.00
Thursday, December 18, 2008	15	0	0.00%	\$0.00	\$0.00
Friday, December 19, 2008	15	0	0.00%	\$0.00	\$0.00
Tuesday, August 18, 2009	18	1	5.56%	\$11.71	\$0.21
Wednesday, August 19, 2009	9	0	0.00%	\$0.00	\$0.00
Thursday, August 20, 2009	12	0	0.00%	\$0.00	\$0.00
Friday, August 21, 2009	6	0	0.00%	\$0.00	\$0.00
Saturday, August 22, 2009	22	0	0.00%	\$0.00	\$0.00
Sunday, August 23, 2009	11	0	0.00%	\$0.00	\$0.00
Monday, August 24, 2009	18	0	0.00%	\$0.00	\$0.00
Tuesday, August 25, 2009	12	0	0.00%	\$0.00	\$0.00
Wednesday, August 26, 2009	4	0	0.00%	\$0.00	\$0.00
Thursday, August 27, 2009	18	0	0.00%	\$0.00	\$0.00
Friday, August 28, 2009	10	3	30.00%	\$144.84	\$1.45
Saturday, August 29, 2009	9	0	0.00%	\$0.00	\$0.00
Sunday, August 30, 2009	15	1	6.67%	\$11.79	\$0.18
Saturday, September 26, 2009	36	2	5.56%	\$32.68	\$1.18
Sunday, September 27, 2009	11	0	0.00%	\$0.00	\$0.00
Monday, September 28, 2009	9	0	0.00%	\$0.00	\$0.00
Tuesday, September 29, 2009	117	2	1.71%	\$24.00	\$2.81
Wednesday, September 30, 2009	61	1	1.64%	\$10.37	\$0.63
Thursday, October 1, 2009	27	4	14.81%	\$116.10	\$3.13
Friday, October 2, 2009	33	0	0.00%	\$0.00	\$0.00
Totals	294	9			\$7.75
Averages	42	1	3.06%	\$26.37	\$1.11

July 10, 2011

Page 4

**Current and Projected Revenue:** Based on the current page views (lower report above), the current revenue is now \$1.11 per day for a yearly rate of \$404. Previously, before advertising on Barnstormers, the yearly rate was \$48. The increase amounts to an 841% increase. Since it is fairly easy to project an increase in page views by a factor of 20 (this week alone amounted to an 8.4 increase), the yearly income could easily be projected to be \$8000. Current ROI is 4.04% (based on a purchase price of \$10,000) while the projected would be 80% per year ROI (based on an increase of 20 times current page views). The designer of the site expects revenue to increase before year-end to at least \$1000 per year.

**Possible ROI based on Projections:** Projected passive income is based only on using Google AdSense dollars, not on additional income from banner ads, etc.

**Increasing Page Views:** The Designer of this web site is planning to increase the current page view rate by a factor of 20 before the end of December, 2009. In so doing, projected revenue as indicated above should be met.

**Conclusion:** <http://placestofly.com> is being sold as a potentially lucrative web site if all methods of producing revenue are explored. The current low price reflects the fact that there is no substantial revenue at present (about \$400 per year) but the domain name, content of the site and its mission are exceptionally viable for today's active pilots looking for various activities on weekends, vacation resorts to attend, and fly-ins located in various parts of the country. No other web site available may be capable of offering this much potential at this low a price. Furthermore, activity on this site is now starting to increase and, in fact, has increased over 840% in the last week alone.

**Submittals of offers and or terms:** If you are interested in purchasing this site, I will be able to finance the purchase with \$2,000 down, \$1,500 at conclusion of support time (limited to 4 weeks or 20 hours, whichever comes first) and \$500 per month for 2 months. Domain name will be transferred to buyer upon completion of full payment. Offers may be submitted at any time with similar financing arrangements.

Sincerely,

Scott Thatcher, Pres.

Webmaster and Owner for <http://www.placestofly.com>