

WEBSITES THAT DELIVER PASSIVE INCOME

With a portfolio of revenue-generating sites, this company grows by creating passive revenue for its partners



Co-Founders Kenneth and Kerri Courtright

Income Store is on a mission to become the world's biggest online property manager while encouraging entrepreneurship and generating passive revenue for its partners. To do so, the business buys or builds revenue-generating sites on behalf of its website partners—"regular" people looking to create passive income. Income Store's digital experts handle site management and optimize performance to generate as much revenue as possible. Each month, Income Store and the site partners split the profits. Most of the company's thousands of properties are niche sites, with content and products built around specific areas of interest, such as outdoor sports, healthy living, or pet rescue. Collectively, these web properties boast one billion visitors and generate millions in revenue each month.

President and Co-Founder Kerri Courtright says their propensity to pivot paved the way for Income Store's impressive three-year, 389-percent growth rate. Their scalability earned them a spot on the Inc. 5000 list for the sixth time in seven years. Since its launch in 2009, Income Store has evolved, tweaked, and retooled everything from its offerings to its operations. When the team sees an opportunity, they plan, target and then "shatter the space," she says. For example, within a year of launching an e-commerce presence, Income Store became Shopify's largest vendor, now managing more than 300 stores.

SPACE TO EXPAND

As time spent on digital sites increases and consumers ramp up their online shopping, Income Store and its site partners benefit. But there are more than external factors at play. "People are comfortable working with Income Store because our business model centers around our win-win revenue sharing platform," says Courtright.

It takes creativity, collaboration, and passion to identify niches, build websites, and continually optimize performance to maximize their website partner's assets. The majority of Income Store's workforce is incredibly young. These employees grew up with the internet, so who better to help run digital businesses? To facilitate their work, Income Store recently moved to a new, 22,000-sq.-ft. headquarters (a former Atari office) in Lancaster, Pennsylvania.

Income Store provides a playful tour of their facilities in an installment of its video newsletter, found at IncomeStore.TV. Between their new Lancaster campus, their headquarters in Romania, and their remote workforce, Courtright says it feels like they are hiring a new employee every day.

THE NEXT WAVE OF GROWTH

To lead the charge and pilot the next inevitable pivot, Income Store recently appointed a new CEO, David M. Kelley, former COO of TD Ameritrade. "Most business problems have already been solved; it's just that they've been solved in a different industry or by a different company," says Ken Courtright, co-founder and chairman of the board. "We believe Kelley—with his experience and unique way of looking at things—will catapult us forward. We are proud of our growth thus far, and we wouldn't change a thing, but we can't wait to see what happens next."

Kelley agrees. "We are just getting started," he says. "Purchase power will continue to migrate from brick-and-mortar to online, and Income Store and our site partners are well-positioned to benefit from the 'e-com' explosion."

INCOMESTORE.COM

1076
2019
RANKING

\$50.7
MILLION
2018 REVENUE

6
TIME
INC. 5000
HONOREE

\$77
MILLION
PROJECTED ANNUAL
REVENUE IN 2019

1000+
WEBSITES UNDER
MANAGEMENT

INCOME STORE