

# Webdigs, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/W86D52C969BBEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: W86D52C969BBEN

## Abstracts

Webdigs, Inc. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Webdigs, Inc. and its competitors. This provides our Clients with a clear understanding of Webdigs, Inc. position in the [Real Estate](#) Industry.

The report contains detailed information about Webdigs, Inc. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Webdigs, Inc.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Webdigs, Inc. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Webdigs, Inc. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Webdigs, Inc. business.

## **About Webdigs, Inc.**

Webdigs, Inc. operates as a real estate consumer services company in the United States. The company offers home search, purchase and sale capabilities through the Internet. Its Web site permits users to browse real estate listings geographically by viewing listings on a map, and also permits users to view property summaries and details simultaneously with the mapping feature.

## **Segments**

The company operates in two segments: Web-assisted real estate brokerage, and Mortgage brokerage.

**Web-Assisted Real Estate Brokerage business:** For its customers selling homes, the company offers a flat fee structure for listing services (and related services). For its customers buying homes, the company offers a graduated fee structure by issuing rebates for up to one-half of its broker commissions for the related transaction.

**Mortgage Brokerage business:** In its Mortgage Brokerage business, the company participates through its ownership interest in Marketplace Home Mortgage - Webdigs, LLC. It assists customers in refinancing their existing home mortgages and in financing

new home purchases.

## Products and Services

The company, through subsidiary entities, offers all services associated with a residential real estate transaction, including mortgage and insurance brokerage services. Its mortgage brokerage services are offered through Marketplace Home Mortgage - Webdigs, LLC a joint venture in which the company has a 49% interest. The company offers its services in the Minneapolis-St. Paul metropolitan area of Minnesota, Wisconsin, and southwest Florida. It is licensed to effect real estate transactions in Minnesota, Wisconsin, Colorado and Florida.

## Services for Home Buyers

The company provides home buyers with various services. Through its Web site at [www.webdigs.com](http://www.webdigs.com), home buyers can search its database of MLS listings, schedule home visits, make offers and monitor the offer and counteroffer process. The company's licensed real estate agents, working from its offices, assist buyers by preparing offers, counteroffers and other real estate documents, negotiating purchase contracts and preparing for closings.

As of December 31, 2008, its home buying clients have: submitted to the company approximately 2,000 requests for the company to schedule a personal visit of a property; submitted to the company approximately 400 requests to prepare purchase offers; and closed approximately 110 purchases or sales of properties.

## Services for Home Sellers

The company provides its home sellers with Northstar MLS listings. The Northstar MLS contains listings from Minnesota, portions of western Wisconsin, northern Iowa, and eastern North and South Dakota. The company's listings also appear on Realtor.com and 14 other national home-listing Websites.

Webdigs, in addition to providing home sellers with a home listing, arranges for virtual home tours of its sellers' homes so that the resulting virtual tour may become a part of the listing on its Website. To assist with the pricing of a seller's home, the company provides a comparative market analysis to the seller and individual consultation on pricing strategies. Finally, the company also provides a range of individual strategies for readying a seller's home for sale, including appropriately staging the home. As of

December 31, 2008, its home selling clients have listed approximately 150 homes with the company.

### Additional Services

The company also provides services that are complementary to real estate transactions in general, such as mortgage brokerage services and services relating to title, property and casualty insurance, including homeowner's insurance.

### Target Markets

The company's target markets include St. Louis, Dallas-Fort Worth, Las Vegas, Denver, Detroit, Boston, New York City, Atlanta, Philadelphia, Phoenix, Austin and Chicago, and portions of Canada.

### Joint Venture

The company, in August 2008, formed a jointly owned entity to combine the real estate customers of its Webdigs real estate business with the mortgage brokerage capacity offered by Marketplace Home Mortgage, another Twin Cities based mortgage broker. The new joint venture entity carries the name Marketplace Home Mortgage - Webdigs, LLC.

### Competition

The company's competitors in the residential real estate brokerage market are traditional brokerage firms, including national brokerage firms or franchisors, such as Prudential Financial, Inc.; RE/MAX International Inc.; and Realogy Corporation.

The company also competes with non-traditional real estate brokerage firms including ZipRealty, Inc.; iNest Realty, Inc. (a subsidiary of IAC/Interactive Corp); and Redfin Corporation. In addition, the company competes with discount real estate listing services, such as ForSaleByOwner.com and BuyOwner.com.

The company competes with various online services, including Move, Inc.; Zillow.com; HouseValues, Inc.; HomeGain.com; Yahoo!

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

## Contents

RESEARCH METHODOLOGY

DISCLAIMER

### **1. WEBDIGS, INC. COMPANY PROFILE**

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

### **2. WEBDIGS, INC. BUSINESS OVERVIEW**

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

### **3. WEBDIGS, INC. SWOT ANALYSIS**

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

### **4. WEBDIGS, INC. FINANCIAL ANALYSIS**

- 4.1. Financial Statements
  - 4.1.1. Income Statement
  - 4.1.2. Balance Sheet
  - 4.1.3. Cash Flow
- 4.2. Financial Ratios
  - 4.2.1. Profitability
  - 4.2.2. Margin Analysis

- 4.2.3. Asset Turnover
- 4.2.4. Credit Ratios
- 4.2.5. Long-Term Solvency
- 4.2.6. Growth Over Prior Year
- 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

## **5. WEBDIGS, INC. COMPETITORS AND INDUSTRY ANALYSIS**

- 5.1. Webdigs, Inc. Direct Competitors
- 5.2. Comparison of Webdigs, Inc. and Direct Competitors Financial Ratios
- 5.3. Comparison of Webdigs, Inc. and Direct Competitors Stock Charts
- 5.4. Webdigs, Inc. Industry Analysis
  - 5.4.1. Real Estate Industry Snapshot
  - 5.4.2. Webdigs, Inc. Industry Position Analysis

## **6. WEBDIGS, INC. NEWS & EVENTS**

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

## **7. WEBDIGS, INC. EXPERTS REVIEW<sup>1</sup>**

- 7.1. Experts Consensus
- 7.2. Experts Revisions

## **8. WEBDIGS, INC. ENHANCED SWOT ANALYSIS<sup>2</sup>**

## **9. UNITED STATES PESTEL ANALYSIS<sup>2</sup>**

- 9.1. Political Factors
- 9.2. Economic Factors
- 9.3. Social Factors
- 9.4. Technological Factors
- 9.5. Environmental Factors
- 9.6. Legal Factors

## **10. WEBDIGS, INC. IFE, EFE, IE MATRICES<sup>2</sup>**

- 10.1. Internal Factor Evaluation Matrix
- 10.2. External Factor Evaluation Matrix
- 10.3. Internal External Matrix

## **11. WEBDIGS, INC. PORTER FIVE FORCES ANALYSIS<sup>2</sup>**

## **12. WEBDIGS, INC. VRIO ANALYSIS<sup>2</sup>**

### **APPENDIX: RATIO DEFINITIONS**

### **LIST OF FIGURES**

Webdigs, Inc. Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit  
Profit Margin Chart  
Operating Margin Chart  
Return on Equity (ROE) Chart  
Return on Assets (ROA) Chart  
Debt to Equity Chart  
Current Ratio Chart  
Webdigs, Inc. 1-year Stock Charts  
Webdigs, Inc. 5-year Stock Charts  
Webdigs, Inc. vs. Main Indexes 1-year Stock Chart  
Webdigs, Inc. vs. Direct Competitors 1-year Stock Charts  
Webdigs, Inc. Article Density Chart

1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.  
The complete financial data is available for publicly traded companies.



## List Of Tables

### LIST OF TABLES

Webdigs, Inc. Key Facts  
Profitability  
Management Effectiveness  
Income Statement Key Figures  
Balance Sheet Key Figures  
Cash Flow Statement Key Figures  
Financial Performance Abbreviation Guide  
Webdigs, Inc. Key Executives  
Webdigs, Inc. Major Shareholders  
Webdigs, Inc. History  
Webdigs, Inc. Products  
Revenues by Segment  
Revenues by Region  
Webdigs, Inc. Offices and Representations  
Webdigs, Inc. SWOT Analysis  
Yearly Income Statement Including Trends  
Income Statement Latest 4 Quarters Including Trends  
Yearly Balance Sheet Including Trends  
Balance Sheet Latest 4 Quarters Including Trends  
Yearly Cash Flow Including Trends  
Cash Flow Latest 4 Quarters Including Trends  
Webdigs, Inc. Profitability Ratios  
Margin Analysis Ratios  
Asset Turnover Ratios  
Credit Ratios  
Long-Term Solvency Ratios  
Financial Ratios Growth Over Prior Year  
Webdigs, Inc. Capital Market Snapshot  
Webdigs, Inc. Direct Competitors Key Facts  
Direct Competitors Profitability Ratios  
Direct Competitors Margin Analysis Ratios  
Direct Competitors Asset Turnover Ratios  
Direct Competitors Credit Ratios  
Direct Competitors Long-Term Solvency Ratios  
Real Estate Industry Statistics

Webdigs, Inc. Industry Position  
Company vs. Industry Income Statement Analysis  
Company vs. Industry Balance Sheet Analysis  
Company vs. Industry Cash Flow Analysis  
Company vs. Industry Ratios Comparison  
Webdigs, Inc. Consensus Recommendations<sup>1</sup>  
Analyst Recommendation Summary<sup>1</sup>  
Price Target Summary<sup>1</sup>  
Experts Recommendation Trends<sup>1</sup>  
Revenue Estimates Analysis<sup>1</sup>  
Earnings Estimates Analysis<sup>1</sup>  
Historical Surprises<sup>1</sup>  
Revenue Estimates Trend<sup>1</sup>  
Earnings Estimates Trend<sup>1</sup>  
Revenue Revisions<sup>1</sup>

## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

## Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

## **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

## I would like to order

Product name: Webdigs, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

Product link: <https://marketpublishers.com/r/W86D52C969BBEN.html>

Price: US\$ 499.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/W86D52C969BBEN.html>