Web Dev Company ADVAIA Acquired in a Strategic Technology Deal Brokered by Website Closers

With this acquisition, ADVAIA enters a new phase of growth backed by experienced ownership and a strategic vision for expansion.



TAMPA, FL, UNITED STATES, September 17, 2026 /EINPresswire.com/ -- ADVAIA, a specialized web development and technology solutions provider serving the travel industry, has been successfully acquired by Frick Co LLC in a strategic transaction brokered by Website Closers, the world's largest Tech & Internet business brokerage.

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>
> *Paul Vartanian, sell-side broker at Website Closers*

The company was sold above its asking price, exceeding seller expectations and underscoring strong buyer demand for niche service businesses with noticeable competitive advantages.

The transaction was led by Paul Vartanian on the sell side and Jade Hall on the buy side, who worked together to facilitate a smooth transition between parties.

A Trusted Technology Partner in the Travel Industry

Since 2001, ADVAIA has provided custom and template-based website development, hosting, and technical support services for travel agencies affiliated with the Signature Travel Network (STN), one of the travel industry's most prestigious cooperatives.

Founded in 1956, Signature Travel Network represents more than 15,000 travel advisors across multiple international markets and generates over $11 billion in annual travel sales, offering members exclusive access to preferred supplier pricing and amenities unavailable to the general public.

ADVAIA carved out a defensible niche within this ecosystem by developing and maintaining websites tailored specifically for Signature member agencies and independent travel advisors, becoming a trusted technology provider to a highly specialized market segment.

Proprietary Competitive Advantage Increasing Market Value

A defining differentiator for ADVAIA has been its exclusive integration with the Signature API, a capability few competitors have been able to replicate.

Today, more than 90% of all traffic to the Signature API server originates from ADVAIA-powered websites, reinforcing the company's strong market position and deep integration within the travel advisor ecosystem.

In addition to web development services, the company provides DNS management, mail server support, training, technical consulting, and a marketing-focused content management system (CMS) that enables travel agencies to manage promotions, offers, and customer engagement more efficiently.

"ADVAIA represents the ideal type of niche technology company buyers actively pursue: recurring relationships, a specialized customer base, and a strong competitive moat," said Paul Vartanian, sell-side broker at Website Closers. "Its dominant role within the Signature Travel ecosystem generated substantial buyer interest, ultimately leading to a sale above asking price."

Buy-side broker Jade Hall added:

"This acquisition stood out because of ADVAIA's technical integration, sticky customer relationships, and long operating history. It's rare to find a business with this level of embedded market positioning and recurring service demand."

Frick Co LLC, the buyer of the company, recognized ADVAIA's scalability and opportunities for continued expansion within the travel technology market.

"ADVAIA has built a highly respected platform with deep industry relationships and meaningful technological advantages," said a representative of Frick Co LLC. "We see exciting opportunities to expand product capabilities, enhance client services, and continue supporting travel advisors with innovative digital solutions."

A Successful Exit For The Sellers

For ADVAIA Inc., the acquisition represents the culmination of more than two decades of building a trusted, high-performing travel technology brand.

“Since 2001, our mission has been to empower travel advisors with professional, affordable, and effective digital solutions,” said a representative of ADVAIA Inc. “Website Closers, along with Paul and Jade, handled the transaction with professionalism and expertise, helping us find the right buyer to carry the business forward.”

With this acquisition, ADVAIA enters a new phase of growth backed by experienced ownership and a strategic vision for expansion. Its deep integration within the travel network ecosystem, recurring client relationships, and proven technology platform position the company for continued success in the evolving travel technology sector.

Congratulations to Website Closers and all the parties involved in this successful transition!

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