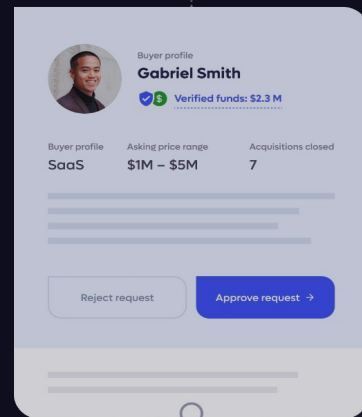


The Hidden Pitfalls in Acquisitions

How buyers evaluate risk, execution, and valuation, and how we help.

Hosted by: Andrew Gazdecki, Founder and CEO | Acquire.com



Today's Agenda

1

How Acquire Helps Founders Win

What makes Acquire different

2

Hidden Pitfalls

Insights from our Team and founders

3

Our Buyers

Multiples, non-negotiables, the transparent truth on how they assess deals

4

How we help

Free resources and help desk
Free Listing Scorecard: Are you buyer-ready?

5

Live Q&A

Intro + Mission



Andrew Gazdecki, Founder and CEO | Acquire.com



Who we are

World's most founder-friendly acquisition marketplace



What we do

Help thousands of founders get Acquired



Why we do it

To change lives, and enable a new generation of founders



2025 Performance



500+

Transactions Closed



\$100M+

Transaction Volume



100+

Deals Under Offer

01

Pitfalls and Outcomes

Pitfall 1: Prioritizing Price Over Certainty

Type: Agency

Price: \$1,500,000

A profitable agency targeting a 3.8x

EBITDA multiple received two offers: SBA-backed at asking price and all-cash slightly lower.

The deciding factor was execution, with SBA adding time, complexity, and risk, while the all-cash buyer had closed before.

How we helped:

We kept the seller active and informed, framing the decision as speed versus price rather than headline multiple.

Outcome:

Seller chose the lower multiple and closed in 30 days.

Pitfall:

Chasing a perfect number can increase risk. A small valuation trade-off often improves certainty.

Pitfall 2: Letting Your Guard Down Too Early

Type: Agency

Price: \$3,800,000

A services business pursued an SBA-backed sale and was materially retraded late in the process.

The deal fell apart due to lender-specific concerns unrelated to business fundamentals. The buyer positioned the retrade as the best possible outcome.

How we helped:

Instead of forcing a weak close, we paused, reset expectations, refined positioning, and reintroduced the business to the market.

Outcome:

A different SBA buyer and lender supported the original valuation and cash structure.

Pitfall:

Treating a failed deal as final can cost sellers leverage and value. Some failures are tactical, not fundamental.

Pitfall 3: Cutting Price Under Pressure

Type: SaaS

Price: \$4,500,000

A SaaS business without traditional recurring revenue found a strategic buyer with strong product fit.

Late in negotiations, the buyer pushed aggressive risk allocation and requested a last-minute retrade.

How we helped:

We held valuation constant and addressed risk through structure, transition support, and post-close involvement instead of price.

Outcome:

Closed at the original valuation with minor structural adjustments.

Pitfall:

Under pressure, sellers default to price concessions when other levers exist.

Pitfall 4: Killing Competition Too Soon

Type: SaaS

Price: \$2,000,000

AI automation platform for browser and app workflows came to market quickly, generating multiple early offers and entering an APA within the first week.

To maintain momentum, other buyers were turned away and the process narrowed.

One week before closing, the buyer stalled over a late SOC 2 compliance requirement that had not surfaced earlier.

How we helped:

We moved immediately, re-engaging buyers and relaunching the listing with reset pricing and outreach. This drove multiple LOIs and accelerated seller-friendly negotiations.

Outcome:

Multiple offers emerged quickly. The seller chose the buyer with the best mix of speed, certainty, and price and closed on schedule.

Pitfall:

Speed helps, but early exclusivity increases risk. When deals break late, only sellers who can quickly recreate competition keep control.

Pitfall 5: Ignoring the Final Mile Details

Type: SaaS

Price: 10,000,000

An AI-powered CX platform launched at a \$10M asking price (4.5x profit, 2.6x

revenue), attracting strong international offers and quickly entering a cross-border deal with early agreed terms and a 60-day close planned.

One week before closing, late-stage working capital friction and timing pressure threatened momentum.

How we helped:

Our deal team stepped in to maintain momentum, aligning working capital mechanics and financial treatments around a clear trailing baseline without reopening headline terms.

Outcome:

Financial terms were resolved quickly, momentum was preserved, and the deal closed on schedule.

Pitfall:

Late-stage financial mechanics can break otherwise strong cross-border deals. Having an experienced team in the final mile protects value and keeps the deal on track.

02

Our Buyer Network: Who Buys on Acquire.com

Our Buyer Landscape



Daniel T. [Verified funds: \\$15.5M](#)

18 closed deals

Deal size: \$5.3M-\$8.2M



Molly D.

8 closed deals

Deals size: \$300k-\$625k



Miles H. [Verified funds: \\$1.6M](#)

11 closed deals

Deal size: \$1.1M-\$3.5M



Lucas O.

2 closed deals

Deal size: \$275k-\$775k

Platinum Buyers

Deals \$1M-\$5M

- Investment groups
- Experienced operators

Deals \$5M+

- Private equity firms
- Family offices
- Public companies

Premium Buyers

Deals under \$1M

- High Net Worth Individuals
- Entrepreneurs
- Corporate intrapreneurs

● Winning Buyer Attention

What a Typical PE Buyer Is Managing

- Reviewing up to 100 startup opportunities per day
- Evaluating hundreds per week, but closing on a few that stand out

What This Means for Founders

- You are competing for attention immediately
- If materials are incomplete, buyers move on
- Speed and clarity matter more than ever

03

How Buyers Evaluate and Buy

Why Buyers Buy?

Capitalize on
momentum. Profits
from day one.

Superstar **talent**.
Scalability built in.



More **control**. Easier to
influence outcomes.

Start at **one**, not **zero**.

Buy **product-market
fit**. Move faster.

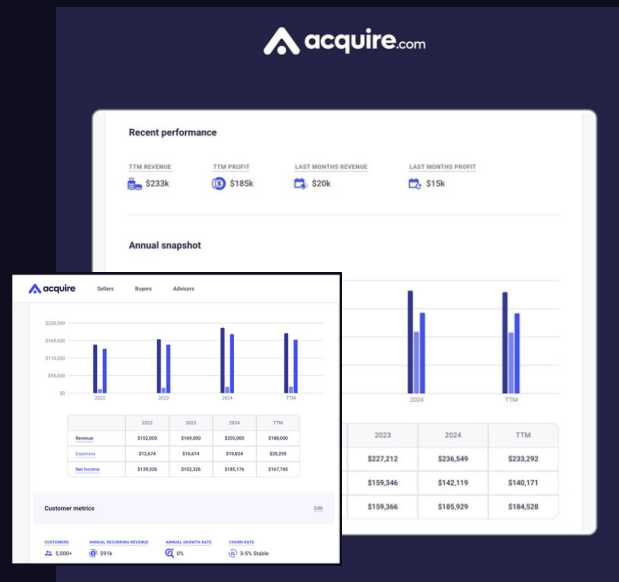
How They Interpret Metrics Quickly

For software, ecommerce, agencies, or content businesses:

- Revenue consistency
- Churn / retention patterns
- Gross margins
- Owner workload
- Customer concentration
- Growth direction (not just the number)



They seek predictable, durable revenue.



Valuations by the Numbers

We have seen a shift that indicates **Profitability is King**

What do buyers look for?

- Profit multiples: Buyers focus here. Buyers want to acquire a business that is thriving. The name of the game is capital efficiency and profitability.
- Revenue multiples: Justifying a revenue multiple without a really high growth rate is really hard to do.

Why is this important?

- Pricing outside of how the market speaks decrease your odds of acquisition success dramatically.

General Tier

Why does the multiple range get smaller as the profit and revenue increase?

Saas – Multiple		< \$100k	\$100k – \$1M	\$1M+
1	Profit Multiple	2-9x	3-7x	4-8x
2	Revenue Multiple	< \$100k	1-4x	1-3x

How to Justify a Higher Multiple?

What holds weight?



High profit margin



High YOY growth

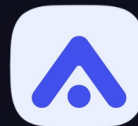


Low churn



Large TAM

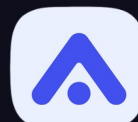
High product use



Multiple years in business



Strategic partnerships



Dominant brand



“Understand how buyers value your business and price within a range that is reasonable”

Common Issues We Help Sellers Fix

We get these resolved before buyers see the listing:



Confusing revenue explanations



Missing or inconsistent financials



Weak operational descriptions



Vague workload expectations



Poor transition planning

Why Acquire's Curated Listings Win

Quality listings → Quality outcomes

- Sellers come in more prepared
- Documentation is clearer
- Deals move faster
- Fewer unknowns
- Higher buyer trust



Daniel T.  Verified funds: \$15.5M

18 closed deals Deal size: \$5.3M-\$8.2M



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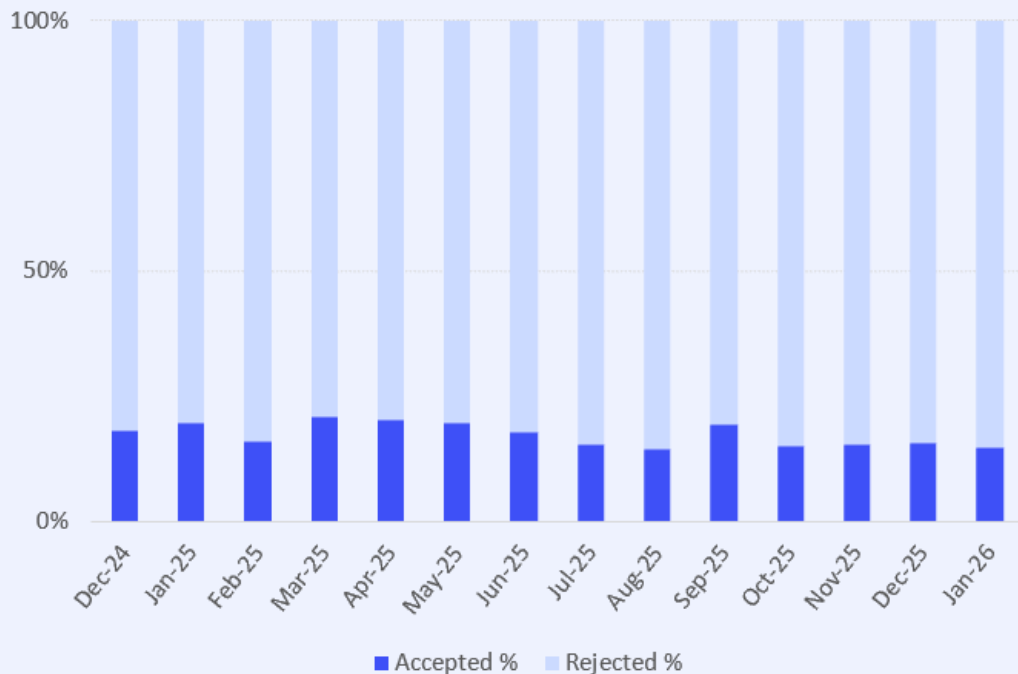
Lucas O. 

2 closed deals Deal size: \$275k-\$775k

Maintaining a carefully curated marketplace

15% vs 16%

Completed listings approved in
January versus December



04

How Acquire Helps Founders Win

Our GbA Advisory vs. Acquire Marketplace

Guided by Acquire (must qualify)

SaaS & Agency businesses only

\$100,000k+ ARR/TTM

Profitable

Acquire Marketplace (Curated)

Self-service marketplace
for experienced sellers

Any business type

All prices

** Full support in over 100 countries, including **LATAM**

Guided by Acquire

Your dedicated Acquisition Advisor will support you with:



Attracting buyers

- Listing optimization
- General newsletter
- Targeted newsletter
- Personal reach outs



Securing the best offer

- Fielding offers
- LOI notice to all buyers
- Deal schedule construction



Legal and advisory support

- Due diligence support
- M&A expert advisor
- Legal review of acquisition documents
- Escrow fee on us



Acquire Marketplace

Our Success Team is available when you need us:



Chat support



Help Desk and Template Center

Find what you need in a pinch



Email Support

24 hours, 7 days a week



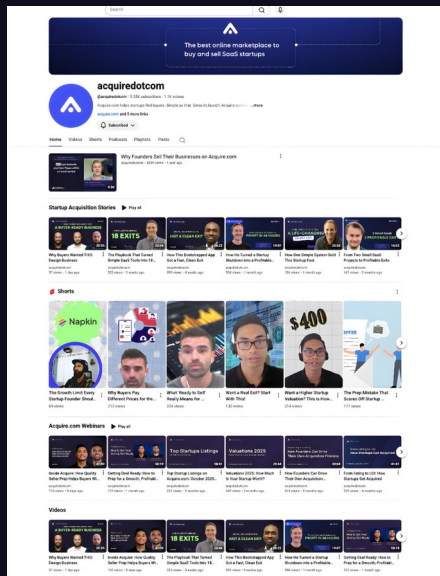
Resource Center

Get answers from our **blog**
content quickly and easily

Seller Success Resources



YouTube Channel



Webinar



Replays



Success Stories



Help & Advice

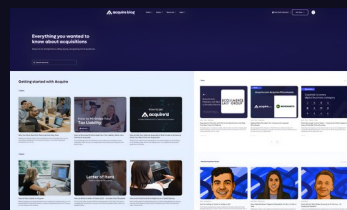


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Webinar Recaps



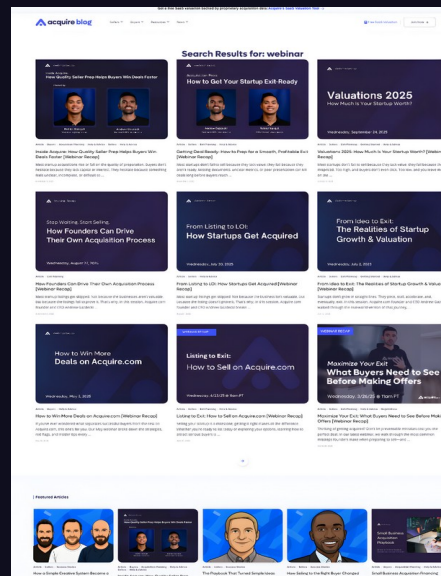
Success Stories



Help & Advice



News



Trusted by Founders – Trustpilot reviews

Trustpilot Search for another company... Categories Blog Log in For businesses

Business Services Administration & Services Business to Business Service Acquire.com

Acquire.com
Reviews 174 4.7
Business to Business Service

Write a review Visit website

Companies on Trustpilot aren't allowed to offer incentives or pay to hide reviews.

Review summary

Based on reviews, created with AI

Reviewers overwhelmingly had a great experience with this company. Customers consistently praise the platform for its user-friendliness, efficient processes, and the quality of buyers it attracts. Consumers highlight the exceptional support they received throughout their selling journey, emphasizing the responsiveness and helpfulness of the staff.

People appreciate the platform's ability to come... [See more](#)

Based on these reviews

CH Chad
Dec 9, 2025

★★★★★

The buyer pool quality and customer service are both outstanding. I am so grateful for their service. I really am blown away with their level of attentiveness to get deals through. They also have very... [See more](#)

Company replied

Useful Share

S Samuel Abebe
Dec 5, 2025

★★★★★

My experience with Acquire.com was nothing short of excellent. The entire acquisition process was seamless and never felt overwhelming at any point. Whenever I had questions, the support team was quick... [See more](#)

Company replied

Useful Share

D Daniel Ochi
Oct 1, 2025

★★★★★

We sold our Acquire.com super smooth. We had a lot of Acquire.com connect with us quickly. The... [See more](#)

Company replied

Useful Share

See all 174 reviews

4.7 Excellent
174 reviews

How is the TrustScore calculated?

Replied to 100% of negative reviews
Typically replies within 1 week

[How this company uses Trustpilot](#)

MI Michael
US · 1 review

★★★★★ ✓ Verified

Excellent process and easy

Excellent process and easy - made a pretty complicated and stressful experience seamless and easy to navigate. Would recommend and use again.

ER ERIC
GB · 5 reviews

★★★★★

Great Marketplace!

I have bought over 7 online businesses on this platform, they have a lot of quality listings and really easy to navigate.

Will continue doing business with the guy at Acquire!

S Samuel Abebe
US · 1 review

★★★★★ ✓ Verified

Seamless Experience from Start to Finish — Highly Recommend!

My experience with Acquire.com was nothing short of excellent. The entire acquisition process was seamless and never felt overwhelming at any point. Whenever I had questions, the support team was quick to offer clear, helpful guidance that made each step easy to navigate. The pool of buyers was high-caliber and professional — I never encountered any time-wasters or negative interactions, which made the process even smoother. Overall, I highly recommend Acquire.com to anyone looking to buy or sell their software or SaaS business. Outstanding platform and exceptional team!

NP Nicholas Patten
US · 1 review

★★★★★

The listing experience was super simple...

The listing experience was super simple and the website/account dashboard also made it easy to keep track of the different conversations. It also was helpful with pointing me in the correct direction as far as next steps to completion. I'd recommend to anyone looking to exit.

I Itay Elgazar
NL · 1 review

★★★★★

If I could do more than 5 stars...

If I could do more than 5 stars, it would have been an infinite number. I hope that sentence clarify how happy I am with the treatment I have got from Acquire.

I recently sold my company, and they made everything so ***** easy.

I can't recommend them ENOUGH. I've got priceless coaching on how to sell, what to say, how to price, that's just priceless.

Rosa has been there for me from the very beginning - calls whenever I needed, emails, whatever I needed she was just there. VERY professional.

Thanks team, I truly appreciate and I know it's just a matter of time until you see a new listing from me 🙏

AD Adam
GB · 1 review

★★★★★ ✓ Verified

Fantastic all round experience

Fantastic all round experience. This is the 2nd product I've sold with Acquire.com. I've followed Andrew and the teams journey since the service started a few years ago.

RN Ranjeet Naiknaware
IN · 1 review

★★★★★

I had a great experience with the...

I had a great experience with the Acquire team while listing my business for acquisition. They made the onboarding process smooth, and on the very first day after my listing went live, I received six responses. Looking forward to positive outcomes ahead.

SU Sudha
US · 1 review

★★★★★

Fast response and resolution

I never had an issue resolved by a company in 5 minutes before my experience with Acquire. I sent an email and received what felt like an immediate response from an actual person. Excellent customer service and pleasant back-and-forth with Matt!

Free-Listing Scorecard



Go to acquire.com



Scroll down to the footer



And click on **MEET THE TEAM**

Listing Scorecard – Are you Buyer ready?

NAME: Bart Simpson Clickup Business Category: SaaS

PLATFORM	WHAT BUYERS LOOK FOR	Y/N	SCORE	Improvement opportunities
Business Health	Business has been operating for a minimum of 3 years?	Y	C	- Upload your P&L – TIM for the past 36 months broken down monthly - Review our recommended multiples - Do you have a Overview/Pitch deck and/or a Transition Steps Guide?
	Have you included a P&L/Balance Sheet for your last 3 years?	N		
	Is the business profitable or trailing even?	Y		
	Is your ARR/TTM over 100k?	Y		
	Is there a clear path to profitability?	?		
Business Metrics	Have you connected your Financial metrics?	N	C	- Financial metrics connected via QB/Stripe etc.? - Web metrics are not currently connected
	Have you connected your Customer metrics?	N		
	Have you connected your Web Traffic metrics?	N		
Business Profile	Have you finished your "profile" adding in your bio and LinkedIn URL?	N	B	Connect your LinkedIn profile to your seller profile and add a picture
	Have you finished your General Startup summary?	Y		
	Have you provided a Company Overview?	Y		
	Have you inputted your Acquisition details?	Y		
Seller's Level of proposition?	Are you looking to sell within the next 6 months?	?	-	Quick Wins: - Upload your P&L – TIM for the past 36 months broken down monthly - Review our recommended multiples - Add in a Transition Steps guide/Pitch deck - Need to connect metrics - Connect your LinkedIn profile to your seller profile
	Is the category of your business in line with who we are able to provide service to?	Y		
	Have you gone through the Acquire Academy?	?		
	Does your business have a unique value Preparedness	?		
	Have you reviewed the recommended multiples range for your category of business?	?		

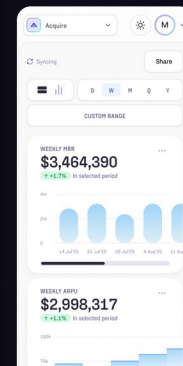
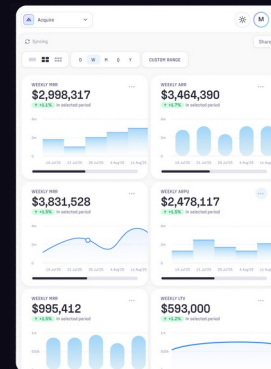
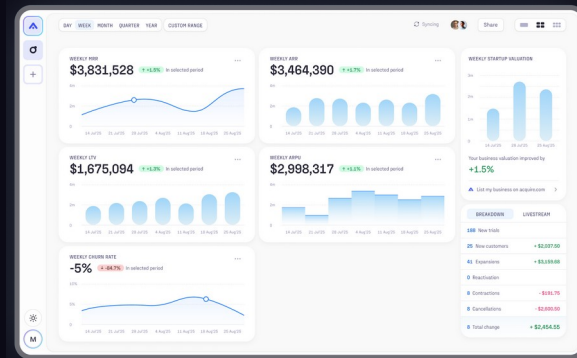
Introducing Metricable Free



Our new metrics product designed to standardize, clarify, and defend financials.

Metricable was designed to help sellers present numbers buyers can trust.

Learn more about Metricable on <https://metricable.com/>





**THANK
YOU**