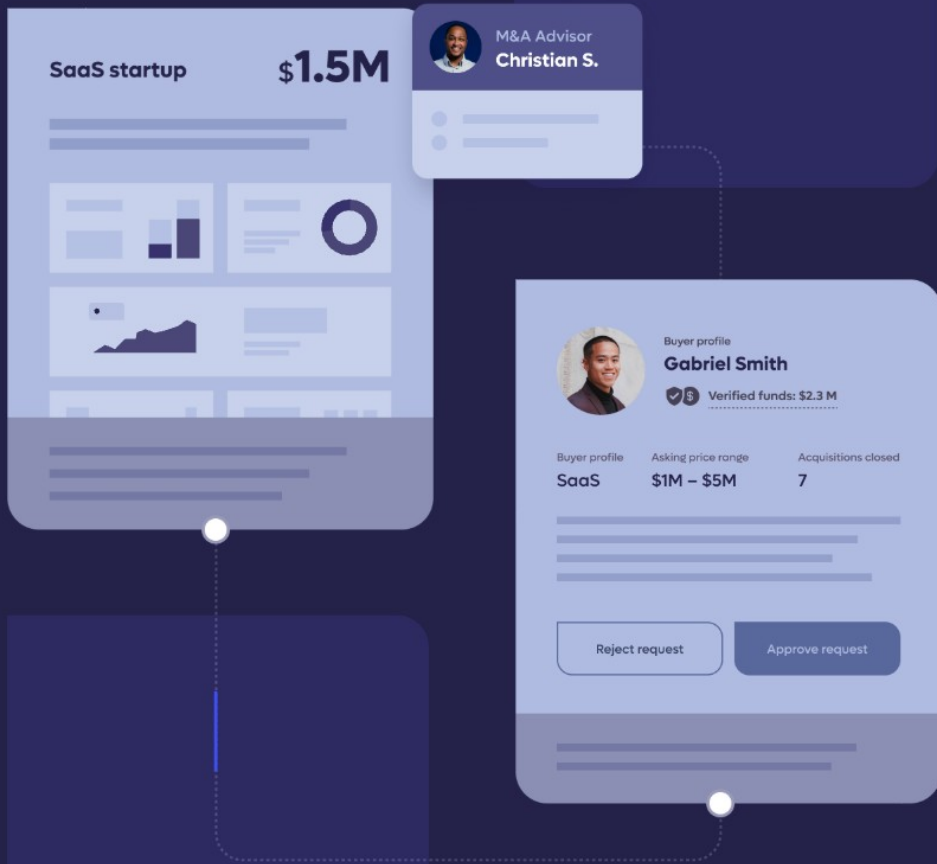


Broker vs. Marketplace

*What works for you when Buying or
Selling an Online Business*

PLUS: How Acquire's marketplace differs



Andrew Gazdecki

FOUNDER & CEO · ACQUIRE.COM

Serial SaaS founder. Built and sold multiple companies before building Acquire.com — the largest marketplace for bootstrapped SaaS.

Has facilitated over \$1B in acquisitions and seen every deal type, every founder mistake, and every outcome.



Rainier Nanquil

M&A ADVISOR · ACQUIRE.COM

Rainier is an M&A advisor with 10+ years across acquisitions, capital markets, and investment sales. Before Acquire.com, he held advisory roles at Empire Flippers, Cushman & Wakefield, and Marcus & Millichap.

He has advised on \$1B+ in deal volume, with expertise in seller financing, earn-outs, retained equity, and creative deal structures.



What We'll Cover Today

1

The M&A Ecosystem

Where brokers, marketplaces, and advisors fit



2

What is a Broker?

The traditional model – costs, process, tradeoffs



3

What is a Marketplace?

How platform-based selling works



4

Our Marketplace vs. Others

What makes Acquire different from a listing site



5

Where Acquire Fits

The model we built – and why



6

Evaluating Your Options

A framework for founders: which path is right?



7

Live Q&A

Your questions, answered



The M&A Ecosystem

Most founders don't realize there is a spectrum — and choosing wrong costs time, money, and deals.



What is a Business Broker?

Definition

A business broker is an intermediary who manages the entire sale process on your behalf — from valuation and marketing to buyer outreach, negotiation, and closing. They work for a **higher commission**, typically paid at close.

Traditional process

1. Broker evaluates your business and signs engagement
2. Creates CIM and markets to their buyer list
3. Manages NDAs, meetings, and LOIs
4. Advises through due diligence and negotiation to close



Pros

- ✓ Full-service, hands-off for the seller
- ✓ Expert negotiation and deal structuring
- ✓ Pre-qualified buyer relationships
- ✓ Works for complex or high-value deals
- ✓ Handles legal and due diligence guidance



Cons

- ✗ **High fees — 10–15%+ of deal value**
- ✗ Often requires a retainer upfront
- ✗ Limited buyer pool (their rolodex)
- ✗ Long timelines — 12–18+ months typical
- ✗ Inconsistent quality across brokers

What is an Online Business Marketplace?

Definition

An online marketplace is a platform where buyers and sellers can connect to buy and sell digital businesses. The platform provides the infrastructure — listings, search, messaging, NDAs, but the work of pricing, negotiating, and closing **typically falls on the seller.**

How it works

1. Seller creates a listing with financials & description
2. Buyers browse, sign NDA, and reach out
3. Parties negotiate independently
4. Close through escrow (usually third-party)



Pros

- ✓ Access to a large buyer pool instantly
- ✓ Transparent, structured process
- ✓ Lower cost than a broker
- ✓ Faster than traditional M&A channels
- ✓ Good for clean, simple deals



Cons

- ✗ No advisory — you're on your own
- ✗ Buyers may not be pre-vetted
- ✗ Pricing errors are common and costly
- ✗ Due diligence falls on the seller
- ✗ Complex deals often stall or fall apart

Our Marketplace vs. Other Marketplaces

Not all marketplaces are the same. What **makes Acquire different**.

Other Marketplaces

- ✗ List and hope — buyers find you organically
- ✗ Generic listing templates, no coaching
- ✗ Self-serve negotiation, no guardrails
- ✗ Buyer pool = platform traffic only
- ✗ Third-party escrow cost falls on seller
- ✗ Deal falls apart? You're on your own
- ✗ Same experience for \$50K or \$5M deals

Acquire

- ✓ Active buyer outreach — our team contacts matched buyers directly
- ✓ Listing optimization + SEO + advisor review before you go live
- ✓ Offer analysis, LOI broadcast, deal structure advice included
- ✓ 500K+ registered buyers across 85 countries
- ✓ Escrow fee covered by Acquire (Guided tier)
- ✓ Dedicated advisor stays in the deal with you through close
- ✓ Guided tier for \$100K+ ARR profitable businesses — real advisory

Why Acquire.

Things that are genuinely different about how we operate.

MASSIVE BUYER ACCESS



Not limited to who we know.

Traditional brokers sell to their rolodex. Acquire is a marketplace — 500K+ registered buyers actively looking to acquire. Your listing gets real exposure, not a curated shortlist.

DIRECT CONNECTION



Buyers and sellers talk directly.

Brokers control the conversation. On Acquire, buyers and sellers connect directly — with advisor support when you need it, not as a gatekeeper between you.

SUCCESS-ONLY MODEL



We only win when you win.

Brokerages charge on the front end and the back end. We charge a success fee at close — nothing upfront, no retainer, no commitment unless we deliver.

OPEN TO ALL LEGITIMATE BUSINESSES



We don't gate founders.

Profitable listings attract more buyers — we'll be honest about that. But we don't turn businesses away because of a profit threshold. Brokers do.

HONEST VALUATIONS



Our multiples are based on real data.

Valuations come from actual Acquire transactions, not inflated headline numbers designed to win an engagement. A success model has no incentive to oversell.

THE BLUEPRINT IS BUILT IN



We give you the playbook.

Every seller is encouraged to have their documents ready. Our CS and GBA team provides the blueprint for what works — so you're never guessing what buyers need.

What You Get Before Paying a Single Dollar.

Everything you need to close – Others charge for all of this. We don't.

Valuation

FREE

See what businesses like yours actually sell for – based on Acquire's real deal data, not inflated headline numbers.

Listing Score

FREE

Know exactly what to fix before buyers see it. We score your listing and tell you what's hurting your deal.

Deal Docs

FREE

LOI and APA templates ready to go. No \$500/hr lawyer required just to get started.

Data Room

FREE

Organize exactly what serious buyers expect to see. Brokers charge extra for this – it's included.

Escrow

FREE

Funds protected until every condition is met. Covered by Acquire for Guided tier sellers.

24/7 Support

FREE

Real people. No bots. M&A advisors available day or night – not just during business hours.

Traditional vs. Acquire

	Traditional	▲ Acquire
Retainer	\$5k–\$25k	\$0
Listing fee	\$500–\$2k	\$25–\$100
Exclusivity	Required	GBA Yes/No General
Valuation	Paid	Free
Data room	Extra \$\$	Free
LOI/APA tools	Extra \$\$	Free
Escrow	Seller pays	Covered*
24/7 Support	Business hrs	Free
Success fee	10–15%	6–8%

*Escrow fee covered by Acquire for Guided tier sellers.

We Built Something Different.

*It is not just a marketplace. It is the platform built by a **founder for founders***

Platform Scale

The reach of a marketplace



- 500K+ registered buyers, 85 countries
- General newsletter (450K+) & targeted list (50–80K+)
- SEO-optimized listings with broad exposure
- Personal buyer outreach by our team
- 30–50 NDAs within the first 3 weeks



Expert Advisory + CS Support

The support of an advisor



- Dedicated M&A expert advisor assigned to your deal
- Offer analysis, LOI broadcast, deal structuring
- Self help support, 24 x & access on demand to help at any stage
- Due diligence templates and deal folder management
- Escrow fee covered — no hidden costs at close

Which Path is Right for You?

Full-Service Broker

CONSIDER IF...

- ✓ You want zero involvement — hand it off completely
- ✓ Your business is \$5M+ with verified financials
- ✓ Timeline is flexible — 3 to 6 months is fine
- ✓ You have a complex deal: earn-outs, IP, legal nuance
- ✓ You're comfortable paying 10–15% for full white-glove service

Acquire.com & Guided

Marketplace and Guided by program(qualify)

BEST FIT IF...

- ✓ You want real buyer reach AND advisor support in one place
- ✓ First-time seller — you need a blueprint, not a mystery
- ✓ SaaS, agency, or digital business with \$100K+ ARR
- ✓ You want to stay involved and informed throughout
- ✓ You want a 12-week structured process, not open-ended
- ✓ You want a success-only fee — 6–8%, nothing upfront

Self-Serve Marketplace

CONSIDER IF...

- ✓ You've sold businesses before and know the process
- ✓ Simple deal — clean books, no complex structure
- ✓ Sub-\$100K asking price — speed matters more than support
- ✓ You want maximum exposure at the lowest possible fee
- ✓ You're comfortable handling buyer comms and DD yourself

Advisory Spotlight

WHO QUALIFIES

SaaS & Agency • \$100K+ ARR • Profitable

For sellers who qualify — Guided by Acquire is a done-with-you advisory layer, not just a listing.

BEFORE LAUNCH

- Due diligence checklist (complete & accurate)
- P&L statement — last 24–36 months
- Founder intro video (90 seconds, authentic)

Acquire handles:

- ✓ Pre-launch listing vetting & quality check
- ✓ Launch day omni-channel marketing blast
- ✓ Targeted outreach to matched buyers

AFTER LAUNCH

- Respond to all buyer inquiries promptly
- Answer questions & field DD requests
- Share acquisition timeline with serious buyers
- Monitor listing chat inbox daily

Acquire handles:

- ✓ Context on buyers we have prior experience with
- ✓ Tactical feedback during buyer conversations
- ✓ Co-evaluating offers and LOI terms
- ✓ Creating bidding momentum with timelines

12-WEEK TIMELINE TARGET

1	Prep	Wks 1–2	P&L, CIM, DD checklist
2	Launch	Wks 2–3	Go live + buyer outreach
3	Negotiate	Wks 4–8	DD, offers, LOI
4	Close	Wks 9–12	Escrow & transfer

THE DOCUMENTS MATTER

“Every listing is encouraged to have all the documents. But some sellers are more protective than others. We have our CS and GBA team to give you the blueprint of what works.”

— Acquire Advisory Team

Guided by Acquire

Seller Success Program

Eligibility Requirements

SaaS & Agency • \$100K+ ARR • Profitable

1

Evaluating Buyers

Scoring checklists
& vetting

2

Due Diligence

templates & deal
folder

3

Fielding Offers

Offer analysis &
structures

4

Escrow & Close

Escrow fee
covered

5

Asset Transfer

custom support
plan

Attracting Buyers

- Listing optimization & SEO
- General newsletter (450K+)
- Targeted newsletter (50–80K+)
- Personal buyer reach-outs



Securing Best Offer

- Offer analysis & ranking
- LOI broadcast to all buyers
- Creative deal structures



Advisory

- M&A expert advisor
- LOI, APA to Escrow - review of docs
- Due diligence support



There Are Two Ways to Sell on Acquire.

Both give you access to **500K+ buyers**.

General Marketplace

Self-serve • Any business type • All price ranges

- ✓ List and manage your own listing
- ✓ Buyers find you through marketplace search and newsletter
- ✓ You respond to buyers, vet them, and negotiate directly
- ✓ General newsletter blast to 450K+ buyers within 5 days
- ✓ Full access to deal tools — docs, data room, escrow
- ✓ Good for experienced sellers who know the process
- ✓ No profitability minimum

Best for founders who've done this before and want maximum reach at low cost.

Guided by Acquire

Advisory-led • SaaS & Agency • \$100K+ ARR • Profitable

- ✓ Dedicated M&A advisor assigned to your deal from day one
- ✓ Targeted newsletter to 50–80K+ qualified buyers on DAY ONE of launch
- ✓ Personal buyer reach-outs — we go find buyers, not wait for them
- ✓ Buyer scoring, vetting scripts, and offer analysis done with you
- ✓ LOI and APA review of transaction documents included
- ✓ Escrow fee covered by Acquire
- ✓ SaaS founders get up to 400% more buyer interest vs. no guidance

For first-time sellers who want expert support, maximum buyer reach, and a clean close.

Who We Help

We work with all legitimate digital businesses.

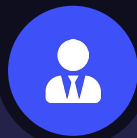


SaaS

Our sweet spot.

Strong fit

- ✓ \$100K–\$10M ARR
- ✓ MRR-based, low churn
- ✓ Profitable or near-profitable
- ✓ Sticky product, documented ops

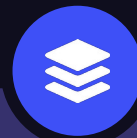


Agency

Strong performer.

Strong fit

- ✓ \$100K+ ARR
- ✓ Recurring / retainer revenue
- ✓ Documented SOPs, clear contracts
- ✓ Team in place post-sale



We Also Help With

All legitimate digital businesses.

Ecommerce

Marketplace / Platform

Newsletter

Mobile Apps

AI & Dev Tools

Affiliate & Content Sites

By the Numbers

500K+

Verified buyers on
platform

\$1B+

In deals facilitated

2,000+

Successful acquisitions

60-90

Avg. days from list
to close



Every seller is identity-verified before
listing goes live.



NDA-gated access means you only see
serious sellers.



Financial metrics connected directly
— no fudged spreadsheets.



Guided by Acquire team
available for deals over \$1M ARR.



All legitimate digital businesses welcome

No gatekeeping — we'll tell you honestly if we're the right fit



500K+ registered buyers already on the platform

Your listing goes live to the right buyers, not a cold audience



No retainer. Free tools and 24 X 7 Support!

We only win when you win

Not sure if Acquire is right for you?

Start with a free valuation.

No commitment.

Free

Valuation

48 hrs

Response time

\$0

Upfront cost

6–8% success fee only

Guided by Acquire available for qualifying sellers.
SaaS & Agency • \$100K+ ARR • Profitable



QUESTION S?