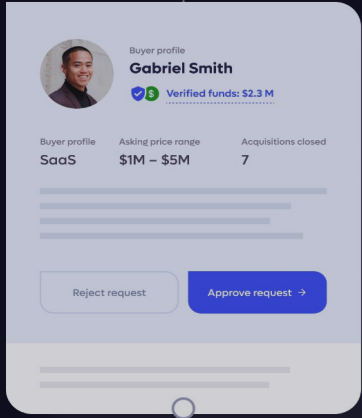


Acquisition Multiples Report 2025 Findings

Hosted by Andrew Gazdecki, Founder and CEO | Acquire.com
& Rainier Nanquil, M&A Advisor | Acquire.com



Buyer profile
Gabriel Smith
Verified funds: \$2.3 M

Buyer profile	Asking price range	Acquisitions closed
SaaS	\$1M – \$5M	7

Reject request Approve request →

The interface shows a buyer profile for Gabriel Smith, who has verified funds of \$2.3M. It includes a table with columns for Buyer profile, Asking price range, and Acquisitions closed. The table shows a SaaS profile with an asking price range of \$1M – \$5M and 7 acquisitions closed. At the bottom, there are buttons for 'Reject request' and 'Approve request'.

Today's Agenda

1

Introductions

2

What We Do, Why We Do It

3

Multiples Report

4

How We Help

Free resources and help desk

Free Listing Scorecard: Are you buyer-ready?

5

Live Q&A

Hey I'm Andrew Gazdecki

I've helped 1000s of founders get acquired through Acquire.com.

- Built and sold multiple startups
- Helping founders exit smoothly with the right buyers
- Promise: help you navigate, evaluate, negotiate and close amazing acquisition opportunities.



Hey I'm Rainier Nanquil

I've guided founders, investors, and operators through complex transactions with strategy and clarity.

- Guided \$1B+ in aggregate deal volume
- 12+ years in M&A, capital markets & investment sales
- Helped founders close high-value deals
- Previously at Empire Flippers, Cushman & Wakefield & Marcus & Millichap



Our Mission

Making Acquisitions
easier for Founders



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



A new generation of founders

How I Got Acquire'd



How Gabby Rosen's Day Job Turned Her Side Hustle Into an \$8k Acquisition

Gabby Rosen was skeptical of formal Cloud when the first sale to Acquire.com. The digital talent newsletter was only bringing in a handful of dollars a month. \$8k...



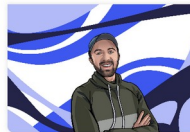
How Finding a New Owner for Copycopter Saved Kamal from Bankruptcy

Design being an an island in the middle of nowhere, Kamal Zaccaro was far from relaxed. He'd been coding day for months and his bank account had dwindled to pocket...



How One Client's Success Almost Tanked Bobby's (Now Acquired) Healthcare Marketing Agency

Most agency entrepreneurs want their clients to be successful. Happy clients normally mean good business. Bobby Zaccaro learned the hard way that, in some industries, a client's success can hurt...



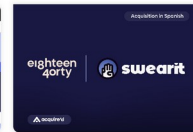
The Socially Conscious Startup That Got Acquired in an All-Cash Deal

When Harris Chapman founded Talk Mining, he wanted to help low-level workers seeking career advancement and make a little cash on the side. He didn't realize just how profitable this...



How a Weekend at the In-Law Became a 7-Figure SaaS Acquisition

Maurice Birt, founder of Acquire.com, built his multimillion-dollar SaaS from an idea that started over a weekend at the in-laws. Like many engineers-turned-entrepreneurs, he'd searched online for a solution to...



How Spanish Co-founders Found a US Buyer For Their Blockchain Startup, Sweatit

You're about to read a story of how a Spain-based startup got acquired by a US software giant, one of many such acquisitions were helped along with our international M&A...



If You Love Something, Let It Go: How Neal Shaheen Found the Perfect Home for His Attachment Therapy Startup

In 2012, Neal Shaheen's anxious attachment style contributed to a bad breakup. Instead of sulking or grief, Neal studied how to cure his anxiety problems and then built a startup...



Why This Founder Sold His Thriving Big Data Business to Become an Employee

Who would you trust more with a valuable asset, a local business owner or the CEO of a multinational corporation? If you said the CEO, big data would agree with...



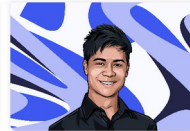
How to Spot a SaaS Worth Flipping: Look For Fast-Growing Tech and Paying Customers

This flipping exercise is a must! Try flipping SaaS. Coda Camp bought a SaaS for \$100,000. He used the most powerful marketing of those plugins, a Stripe payment...



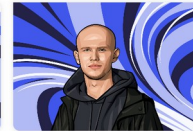
How a Slack Huddles Competitor Made This Founder Nearly Six Figures at Exit

How do you compete in an ever-expanding world of new subscription apps? If you want to make a new app for sales calls, you'll have to compete with market leaders...



Use Buyer Feedback to Fix Your Listing and Secure Your Dream Exit

Even a growing, profitable business can be a hard sell if its financials aren't solid. Before a sale, recently get acquired in a 6-figure exit for his fast-growing e-commerce business...



Even Simple Mistakes Can Score Off Buyers - Avoid Them By Asking for Help, Says Denis

Like any diligent founder, Denis Leaver did his homework to prepare a pitch deck for his acquisition. But even the most prepared founders can fall when the unexpected occurs. For Denis...



2025 Insights



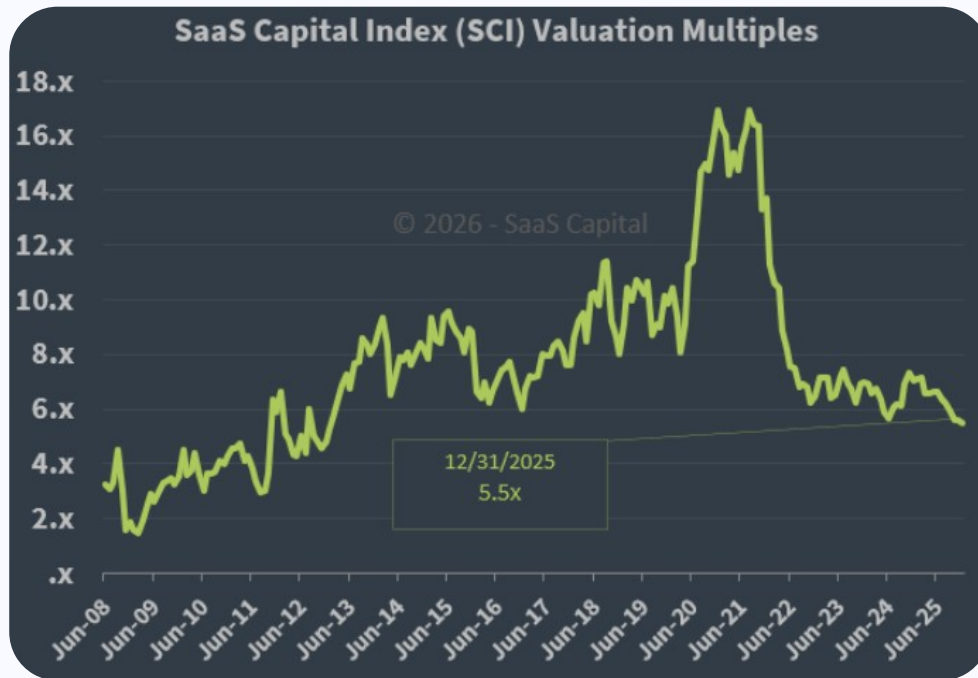
Private and anonymous Startup
Acquisition Marketplace

Acquisition Multiples Report

Macro Forces

Public SaaS Revenue Multiples

2022	17x
2023	7x
2024	7x
2025	5.5x

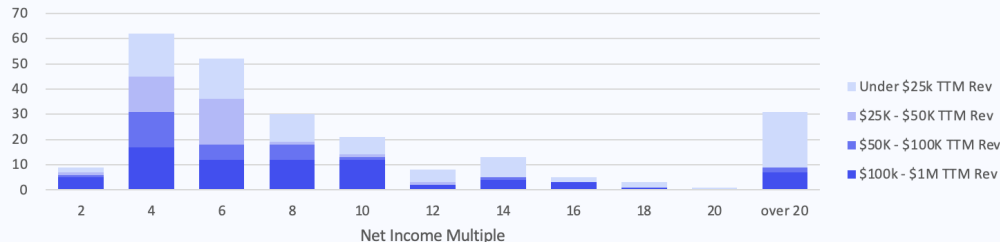


Confirmed Purchase Price / Net Income Multiple – 2025

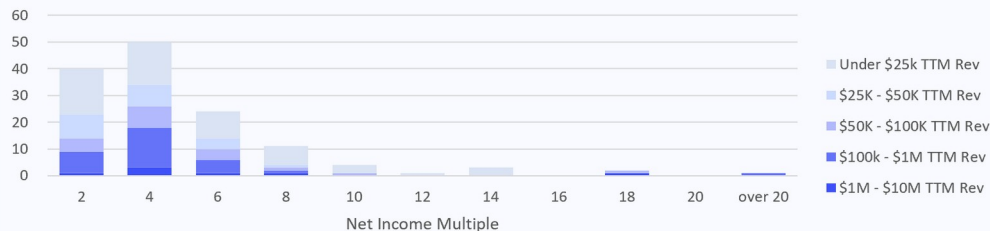
<\$100k 3.7x
\$100k-\$1M 3.9x

Median Days on Market: 90
Deals Reporting: 136

SaaS - Count of Listings by Net Income Multiple -
Listed (live on marketplace)



SaaS - Count of Listings by Sale Price / Net Income Multiple -
Sold



Confirmed Purchase Price / Net Income Multiple - 2024

vs 25
2024
2025

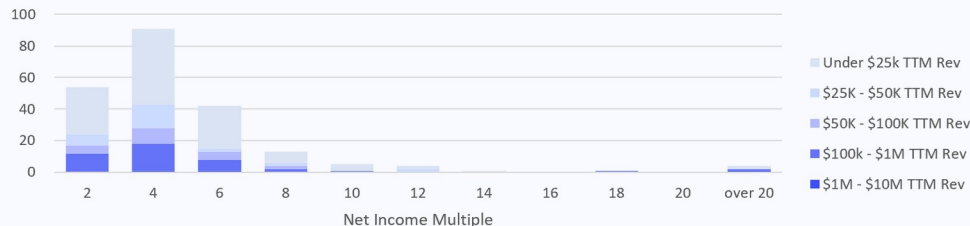
3.9x

3.9x

Median Days on Market: 90
Deals Reporting: 136

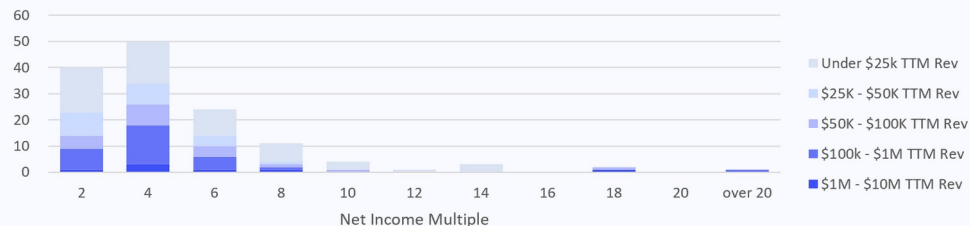
2024

SaaS - Count of Listings by Sale Price / Net Income Multiple - Sold



2025

SaaS - Count of Listings by Sale Price / Net Income Multiple - Sold

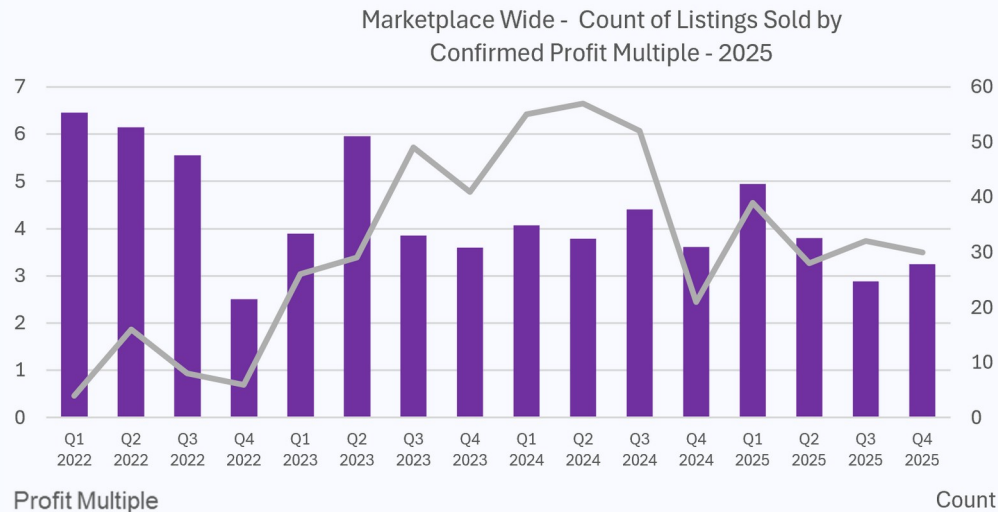


Confirmed SaaS Net Income Multiples

2023	4.3x
2024	3.9x
2025	3.9x

Deals Reporting:

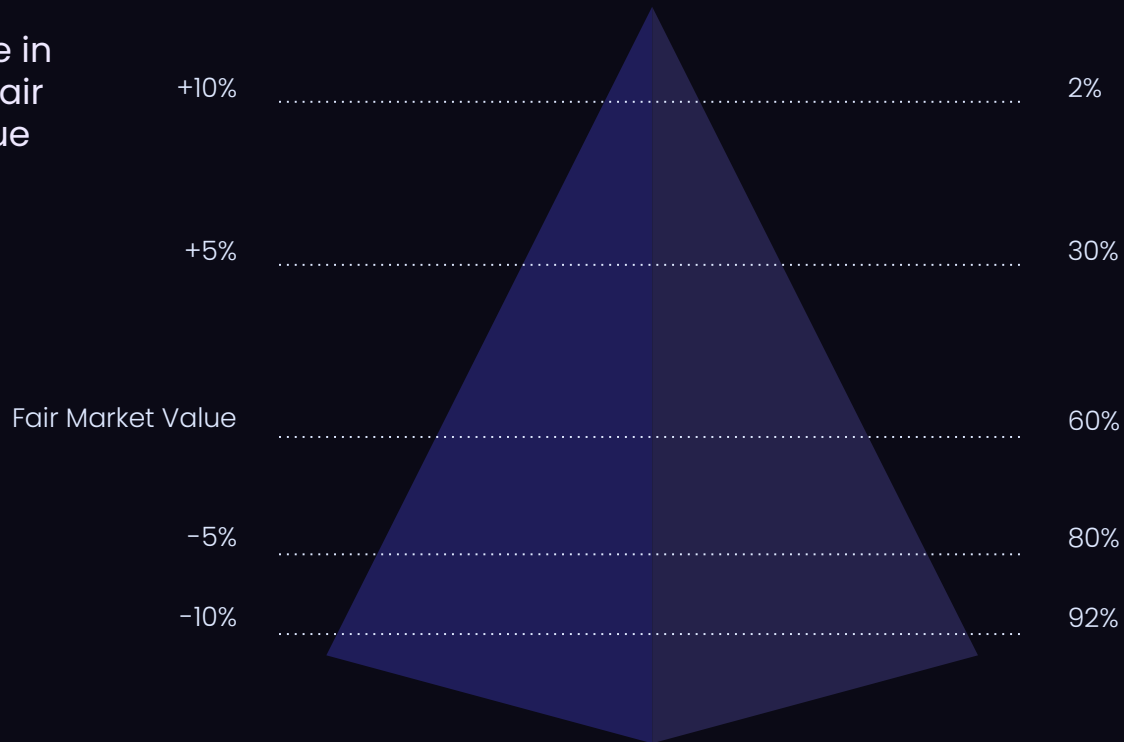
2023 (145)
2024 (205)
2025 (129)



Finding the pricing sweet spot

Asking price in
relation to fair
market value

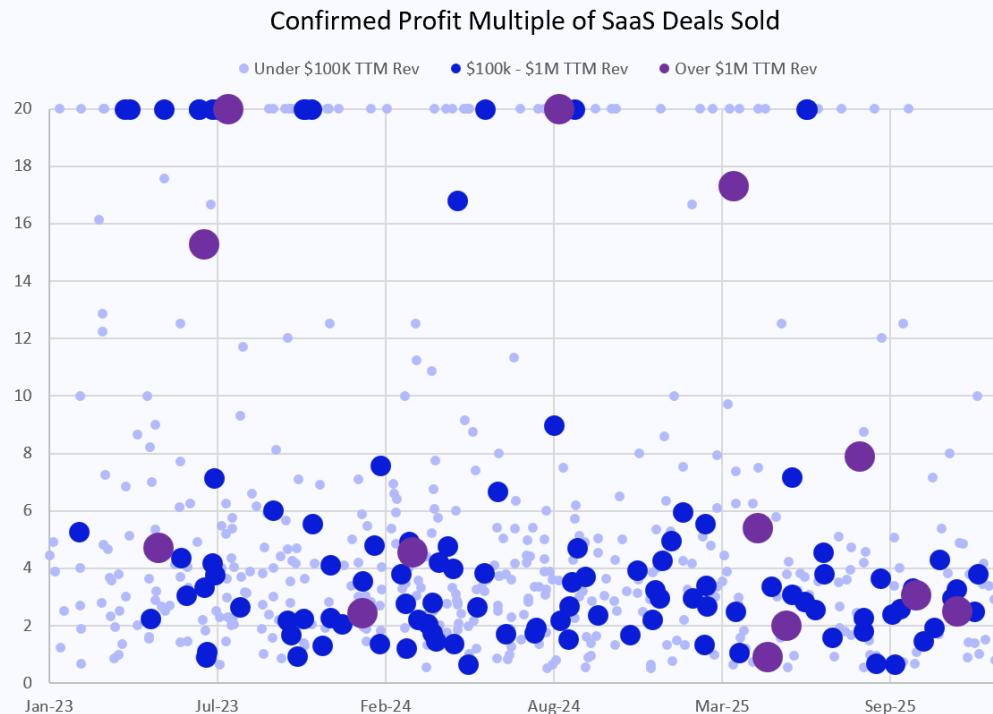
Serious buyer
interest



SaaS Deals Sold

Confirmed Sale Price to Net Income Multiples

Deals Reporting 2025: 148



Profitable SaaS Deals Published 2025

Average profit margin

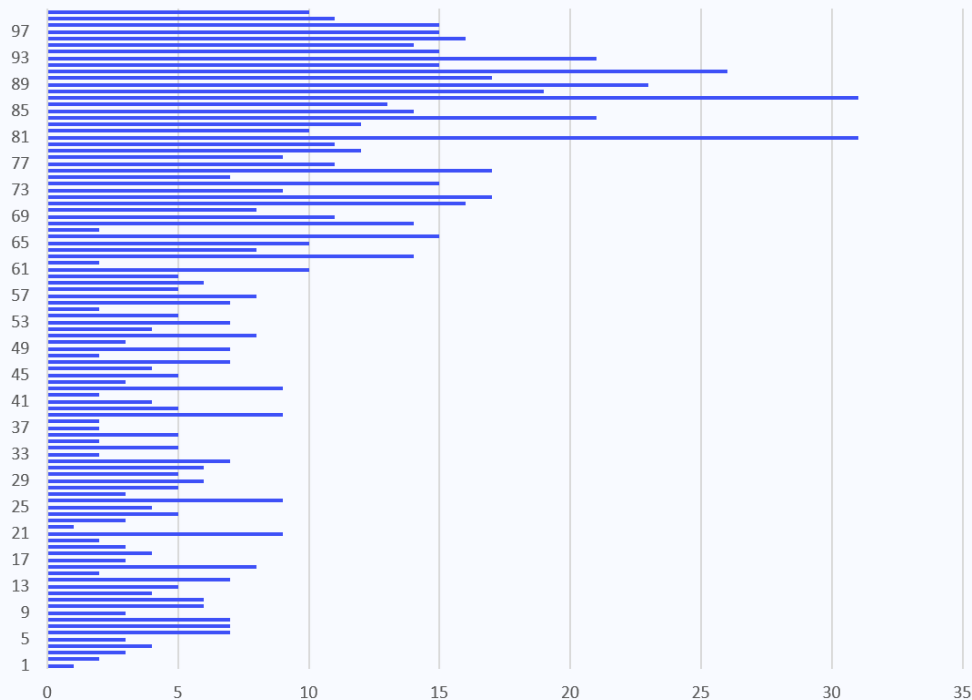
2023: 67%

2024: 71%

2025: 71%

Deals Reporting: 950

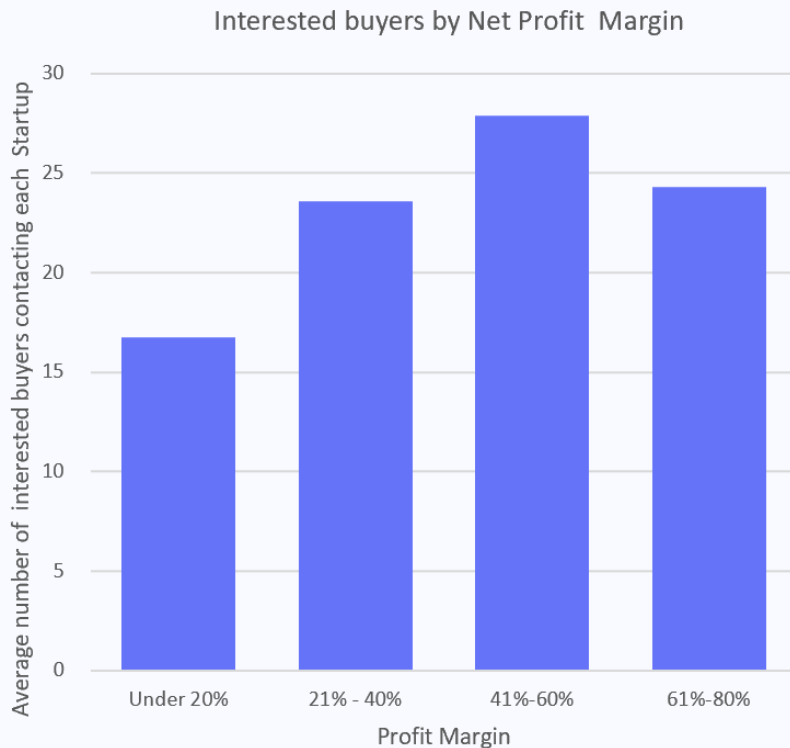
Count of SaaS Startups Published
by Profit Margin



Profitable SaaS Deals Published 2025

Profitable startups receive more buyer interest

Deals Reporting: 854



Why is getting your asking price right so important?

01

Increases your buyer pool, meaning more offers

02

Maximizes the cash component of your deal

03

Helps you sell faster, reducing macroeconomic risk

04

Easier to justify so less admin + due diligence

05

Fewer post-closing conditions, e.g. earnouts

Profitable SaaS Deals Published 2025

Profitable startups receive more offers

Deals Reporting: 858

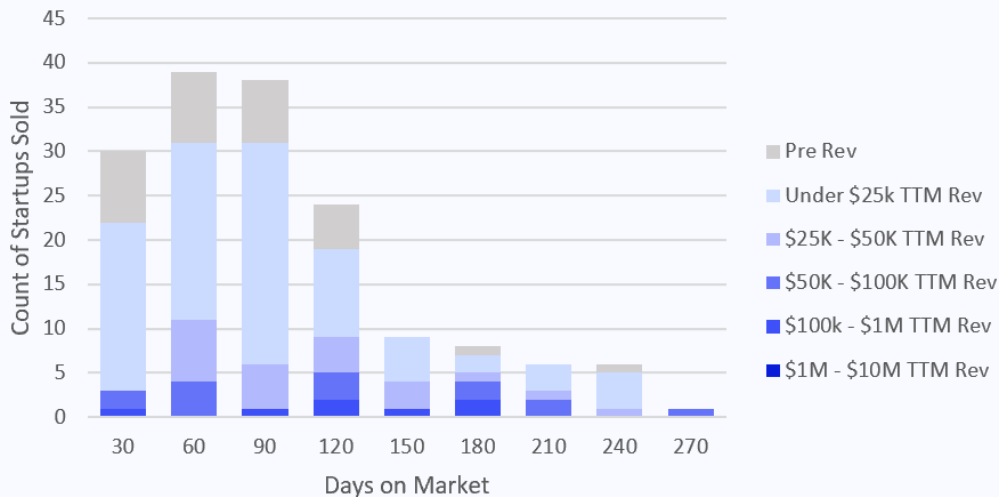


Startup Time on Market Analysis

Startup Time on Market Analysis

Average Days on Market: 81
Deals Reporting: 185

SaaS - Time to Sale by Revenue Size 2025



Cash at closing is king

The higher above FMV, the less cash buyers are likely to pay and the more post-closing conditions they may impose to reduce the risk of your valuation.

Clean break

01

**Happier
investors**

03

Faster close

05

02

No risk to you

04

**Seed money for
new ventures**

Comparing against the market

Marketplace 1 		< \$50k	\$50k – \$250k	\$250k+
1	Profit Multiple (by Sale Price)	0.6 – 3.9x	1.4 – 2.8x	3.3 – 4.5x

Marketplace 2 		< \$2M	\$2M+
2	Profit Multiple (by EBITDA)	5– 7x	7– 10x

Top 5 Strategies to Increase Your Valuation

01

Increase profit and/or revenue

02

Cut expenses

03

Develop your IP

04

Increase efficiency

05

Prepare for acquisition early

What does a 10x+ multiple business look like?

Finances

- Rev
- Profit
- Net Revenue retention
- Cashflow

01

Business Metrics

- YoY Growth
- Churn
- TAM

02

Attributes

- Years in business
- Competition
- Buyer network

03



Are you in this bucket? Let's talk!

Ready to Make Your Exit Real?

-  **Instantly benchmark your valuation.**
-  **Access real buyer demand.**
-  **Get deal-ready with support from people who've been there.**

>>>> Let's get you acquired. Start now at Acquire.com



**THANK
YOU**