Your Checklist to Sell Your SaaS Business Faster, Easier and for More Money

This quick checklist is going to help you sell your SaaS business faster, easier and ultimately for more money. What's not to like?

Below, you'll find several items you can quickly cross off to give you a chance at having the best possible valuation and selling experience.

Let's get started.

☐ **Clean up your profit & loss statement (P&L).**
Your P&L is one of the most important documents in your business. Serious buyers are going to want a polished P&L and it is worth hiring a bookkeeper to go through your books or use a software solution such as Quickbooks. If you're truly lost on this, we can help you figure it out once you enter our vetting process.

☐ **Make sure subscriptions payments are transferable.**
If you are using a service like Paypal to process your payments and not willing to hand that Paypal account over to the new owner, then you need to create a new business Paypal account. You'll need to transfer all the clients over before listing your busi-ness for sale since the only way to transfer the Paypal subscriptions is by handing the account over. On a bigger scale, you'll want to make sure ALL payment processing you're using can be easily transferred over to the new owner.

- [ ] **Keep track of your churn and LTV.**
Buyers want to know what your churn rate. Keep a document that tracks monthly active users, new signups and cancellations. This will give you powerful statistics that show not just your churn but also your lifetime value (LTV) of the customer.

- [ ] **Break out the customers that pay annually and monthly and when their next invoice is due.**
Buyers want to know this information because they will end up supporting annual customers for a length of time before they get to see those annual payments. It is also a good measure to show people find your product so useful that they're willing to pay a year upfront for it.

- [ ] **Know your customer acquisition cost (CAC).**
Knowing how much it costs to acquire a customer is an important metric for buyers, especially when comparing it to your LTV. The higher you CAC to LTV ratio, the better. Serious buyers will prefer at least a 1:3 ratio.

- [ ] **Have clear documentation about your code.**
Have you switched stacks or kept things on the backend of the business the same from day one? A detailed timeline of any framework changes made to your asset will give buyers a better understanding of what's required to maintain the backend of the business.

- [ ] **Decide how technical knowledge will be transferred to the new owner.**
Is there an employee or developer in place that can handle all the technical aspects of running the business? If so, make sure they are willing to continue on with the business and if not, make a detailed list of what their responsibilities are.

- [ ] **Include Standard Operating Procedures (SOPs) in the sale.**
Your SOPs are a kind of operation's manual for the buyer. They should be able to read these SOPs and more or less run the business based off what is there. These are especially important if a developer or VA will not be continuing on with the business.

- [ ] **Be ready to explain your product's roadmap.**
Do you have one? If not, consider making one to show the potential buyer where the software can go, and how long it might take to get there.

- [ ] **Pause experiments and innovations.**
Put costly, experimental marketing on pause — same with new software updates or feature launches. You'll be able to give these to the new owner as a "bonus" and by pausing them now, it prevents potential obstacles when you go to sell just in case the features have a glitch or unforeseen consequences.

Are You Ready for a Big Payday?

Selling your business can be an exciting, and often stressful time.

It can also be incredibly lucrative. The profits you can earn from exiting your business gets rid of future risk. You don't have to worry about all of the metrics that come along with operating a SaaS business.

And… you'll have a war chest of capital that you'll be able to use to jumpstart your next project.

We’re the ones to help you get there.

Our brokerage has won the INC 5,000 award four years in a row for the fastest growing companies in the USA. We’ve also won the International Business Brokerage Association’s (IBBA) top global producer award.

You have the profitable business and we have the team and process down to a science.

Let’s lock arms and get your business sold.

The next ideal step is for you to click the button below, fill out the form, and let our vetting specialists help you present your business to tens of thousands of hungry investors that have purchased more than $130 million from us.

Let’s do it.

List My SaaS Business

Talk soon,
-Justin Cooke
CMO & Founder
EmpireFlippers.com