

FOR SALE: Consulting Firm in Behavior Science with Reoccurring SaaS Revenue

Behavior change science solutions through software!

Financial Overview

List Price: **\$1,350,000**

Gross Sales

| 2025 Ann | 2024 | 2023 |
|-------------|-------------|-------------|
| \$3,263,534 | \$3,138,296 | \$2,916,084 |

Cash Flow

| 2025 Ann | 3-Year Avg. |
|-----------|-------------|
| \$909,894 | \$463,724 |

- **Profit Margin:** 28%
- **Multiple:** 2.9

Valuation: 3-Year Avg. Cash Flow x Multiple = Valuation
 \$463,724 x 2.9 = \$1,344,799

Business Information

Services: Behavior change science solutions through software as a service (SaaS), intellectual property licensing, consulting, research and development, and professional training

Clients: Health systems, government agencies, large employers, associations, wellness platforms, universities, and major corporations seeking behavior change expertise. They have also provided services to companies like Adidas and the Lupus Foundation of America

Location: Fully remote

Service Area: Coast to coast throughout the US and CAN

Personnel: 8 on staff including 4 PhD-level Behavior Scientists, 4 Master's-level Project Managers, a business development/operations lead, technology specialist, and IT support

Year Established: 1997

Owners Role: Set the strategic direction, handle administration tasks, and provide oversight on ongoing projects

Reason for Selling: Succession planning for retirement

Seller Training Period: 1 to 3 years depending on the buyer's preference

Growth Opportunities: Expanding into generative AI, lifestyle medicine, healthy aging, organizational well-being, and leveraging new public health trends and value-based care models for broader impact. There is also potential in leveraging new interest in genetic markers for health and broadening their impact in public health initiatives

Funding Example

Purchase Price: **\$1,350,000**

| | |
|---------------------------------------|-----------|
| 10% Buyer Down Payment | \$135,000 |
| 10% Seller Financing | \$135,000 |
| 10% Performance Based Earn Out | \$135,000 |
| 70% Bank Loan | \$945,000 |

Description

This company offers behavior change science solutions through software as a service (SaaS), intellectual property licensing, consulting, research and development, and professional training. The company's client base includes health systems, health plans, large employers, government agencies (such as NIH and CDC), wellness platform providers, universities, and major corporations like Adidas and the Lupus Foundation of America. Offering a comprehensive suite of services, including software as a service (SaaS) digital well-being solution, intellectual property licensing, consulting for organizations seeking to apply behavior change science, research and development projects funded by both public and private sectors, and professional training and speaking engagements. With a staff of 8 experienced professionals, including PhD-level behavior scientists, master's-level project managers, technology specialists, and long-tenured support staff—the business is well-positioned to deliver high-quality, science-driven solutions. Most team members have been with the company for over a decade, reflecting a stable and committed workforce. For nearly 30 years, this fully remote company is a nationally recognized leader in behavior change science, with a proven track record of delivering innovative solutions to clients across the United States. The seller is actively involved, from strategic direction and administration to project oversight. They are seeking a sale to start planning for retirement. To ensure continued success of the company, they are open to staying on for 1-3 years to facilitate a seamless transition. Additionally, the sellers have offered to carry 20% of the purchase price as a show of faith in the continued success of the business post close.

Priced at **\$1,350,000**, this is a great opportunity to acquire a highly reputable, science-based firm with a strong foundation, and loyal clients. Growth opportunities are substantial, with potential to expand through the integration of generative AI, participation in the rapidly growing fields of lifestyle medicine and value-based care, addressing the needs of an aging population, and developing new offerings in mental health, organizational well-being, and public health initiatives.

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The Firm makes no warranties or representation in consideration to the information provided above. All communication regarding this business must occur directly with The Firm Advisors, LLC. The Firm does not sell real estate. The Firm solely advises on exit strategy.