

FOR SALE: Behavior Change Science Consulting Firm

Client base is healthcare systems, government agencies, and large employers!

Financial Overview

List Price: \$1,495,000

Gross Sales

2025
\$2,948,545

Cash Flow

2025
\$953,818

- **Profit Margin:** 32%

Valuation: 3-Year Avg. Cash Flow x Multiple = Valuation
 \$461,839 x 3.25 = \$1,500,976

Business Information

Clients: Healthcare and Hospital systems, government agencies, large employers, associations, wellness platforms, universities, and major corporations. They have provided services to companies like Adidas and the Lupus Foundation of America

Services: Behavior change science solutions, consulting, research development, professional training, and software as a service licensing

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

Location: Fully remote with service from coast to coast throughout the US and CAN

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.

Funding Example

Purchase Price: \$1,495,000

10% Buyer Down Payment	\$149,500
15% Seller Financing	\$224,250
75% Bank Loan	\$1,121,250

Description

This company has offered behavior change science solutions, consulting, research development, professional training, and software as a service licensing services since 1997. The company's client base includes health and hospital 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. These service offerings are tailored 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. 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. 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. The sellers are actively involved, from strategic direction and administration to project oversight. They are seeking a sale to start planning for retirement, and to ensure continued success of the company, they are open to staying on for 1-3 years to facilitate a seamless transition. The business has generated nearly \$3,000,000 in revenue in 2025 with nearly \$1,000,000 in Cash Flow producing a 32% margin. Additionally, the sellers have offered to carry 15% of the purchase price as a show of faith in the continued success of the business post close.

Priced at **\$1,495,000**, 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.