

FOR SALE: Consulting Firm Focused on Behavior Change Science

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

Financial Overview

List Price:	\$1,250,000
Gross Sales	
2025	
\$2,948,545	
Cash Flow	
2025	
\$888,181	

- **Profit Margin:** 30%

Valuation: 3-Year Avg. Cash Flow x Multiple = Valuation
 \$439,960 x 2.85 = \$1,253,886

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:	\$1,250,000
10% Buyer Down Payment	\$125,000
15% Seller Financing	\$187,500
15% Earn Out: Performance Based	\$187,500
60% Bank Loan	\$750,000

Description

Founded in 1997, this company has established itself as a nationally recognized leader in behavior change science, providing consulting, research and development, professional training, software-as-a-service (SaaS) licensing, and evidence-based behavior change solutions. Its client base includes health systems, hospitals, health plans, large employers, government agencies such as the NIH and CDC, wellness platform providers, universities, nonprofit organizations, and leading brands including Adidas and the Lupus Foundation of America. These services are tailored for organizations seeking to apply behavior change science to improve outcomes, support publicly and privately funded research initiatives, and enhance professional development through training and speaking engagements. For nearly 30 years, the company has operated as a fully remote organization, delivering innovative solutions to clients throughout the United States. The team consists of eight experienced professionals, including PhD-level behavior scientists, master's-level project managers, technology specialists, and long-tenured administrative staff. The owners remain involved in strategic leadership, administration, and project oversight. As they begin planning for retirement, they are seeking a buyer to continue the company's legacy and growth while offering to remain involved for one to three years after closing to support a smooth transition. To further demonstrate confidence in the company's continued success, the sellers are also willing to finance 15% of the purchase price in addition to 15% on a performance-based earnout.

Priced at **\$1,250,000**, 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.