

State of SaaS Acquisitions 2026

What 615 real SaaS-for-sale listings reveal about selling a SaaS. The median SaaS on the market is listed for \$190,000, not millions. And the biggest reason founders sell is not burnout. It is distraction: they found a new project.

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615

real SaaS-for-sale listings

\$190K

median asking price

\$118K

median TTM revenue

32%

sell to chase a new project

These are real acquire.com listings captured as structured data: asking price, revenue and profit multiples, trailing-twelve-month revenue and profit, last-month figures, category, and the founder's reason for selling. Of the 615 listings, 610 carry an asking price and 175 include a written reason. All values are in US dollars.

What is actually on the market (asking-price reality)

The distribution is heavily right-skewed, so the median, not the average, is the honest number. The middle 50 percent of SaaS businesses list between \$75,000 and \$500,000, squarely in solo-acquirer and small-fund territory.

Asking-Price Measure	Value (USD)	What It Means
25th percentile	\$75,000	A quarter of listings ask less than this.
Median (typical)	\$190,000	The honest middle of the market.
75th percentile	\$500,000	Three-quarters ask less than this.
Average (skewed)	\$430,723	Pulled up by a few large outliers.
Range	\$7,500 to \$4.1M	Micro-tools to real businesses.

What a typical listed SaaS earns

Price only makes sense next to the financials. The archetype: a roughly \$10K-per-month, profitable, lean SaaS asking around \$190,000.

Metric (Median)	Value (USD)	Read It As
TTM revenue	\$118,000	Trailing-twelve-month revenue of a typical listing.
TTM profit	\$55,000	Roughly half of revenue drops to profit.
Last-month revenue	\$10,000	About \$10K MRR run rate.
Last-month profit	\$5,000	The typical owner clears about \$5K a month.
TTM revenue (25th to 75th)	\$43,000 to \$304,000	The middle of the market by revenue.

Why founders actually sell (the real reasons)

The dominant story across 175 written reasons is not failure or burnout. It is distraction: founders who found a shinier new thing, or realized they were not the right person to scale the business.

Reason for Selling	Listings	Share	What It Tells a Buyer
Chasing a new project or venture	56	32%	Product is fine; attention moved on.
Business outgrew the founder	23	13%	Needs a dedicated operator to scale.
Personal life change (family, health, move)	22	13%	Forced exit, often a motivated seller.
Need capital for something else	18	10%	Selling for liquidity, not distress.
No time / spread too thin	16	9%	Side project the owner can't support.
Wrong skill set (builder, not marketer)	14	8%	Untouched growth lever; operator upside.
Other / strategic	26	15%	Portfolio rebalancing, partner splits.

Combine the new-project chasers, the outgrown founders, the time-starved, and the self-described non-marketers, and roughly half of all listings sell for reasons that have nothing to do with the product being bad.

In their own words (anonymized)

"We've hit another goldmine in another SaaS, so we've gone all in on that. We're selling to put everything into the new one."

acquire.com listing

"The founder built the company to profitability as a solo operator but recognizes that scaling requires the resources of a larger organization."

acquire.com listing

"We are a team of tech and product people. We're not good at marketing or selling, nor do we want to be. We want our product to go into better hands."

acquire.com listing

"I recently had a baby and still work a full-time job. My priorities and time have shifted, and I no longer have the capacity to run this business."

acquire.com listing

Multiples by category (context, not the headline)

Listings price on multiples. Overall median is about 2.0x TTM revenue and 3.4x TTM profit. Recurring, software-style revenue earns the richest revenue multiples; service- and inventory-heavy models trade closer to 1x.

Category	Listings	Median Revenue Multiple	Median Profit Multiple
AI	22	3.05x	5.10x
Shopify App	28	2.95x	4.05x
SaaS	275	2.30x	3.60x
Mobile	82	2.25x	3.50x
Marketplace	16	2.15x	4.20x
Content	16	1.55x	1.70x
Agency	60	1.10x	2.20x
Ecommerce	55	1.00x	2.75x

Methodology

All figures are computed directly from 615 real SaaS-for-sale listings captured from acquire.com and stored as structured data in BigIdeasDB's production database in June 2026. Each listing carries asking price, revenue and profit multiples, trailing-twelve-month revenue and profit, last-month revenue and profit, a category, and, for 175 of them, a written reason for selling. 610 listings carry an asking price. Prices and revenue are reported as medians and percentiles because the distributions are heavily right-skewed; the average is shown only to illustrate that skew. All values are in US dollars. Multiples are medians after filtering data-entry outliers (revenue multiple 0 to 50, profit multiple 0 to 60), shown per category only where at least 8 listings support the figure. Reasons were read individually and grouped into mutually exclusive themes; percentages are of the 175 stated reasons. No listing is identified: all quotes are anonymized, lightly trimmed, and attributed only as acquire.com listings.

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