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picking numbers out of thin air at one end of the spectrum all the way to fully optimized, value-driven pricing plans at the other. Think of pricing like a game of darts: you can throw at random, or you can aim for specific points on the board, but without data to tell you where to aim, you might as well be shooting in the dark. [A SaaS pricing guide: SaaS pricing models, strategies ...SaaS Pricing Models Explained.](#) Finding the right balance between value and revenue - your ability to help customers and be fairly compensated for that help - will make or break your SaaS company.. Undercharge, and you'll cripple your business with uncompensated development and delivery costs; overcharge, and you'll throttle your growth and drive away thousands of would-be customers. [The Ultimate Guide to SaaS Pricing Models, Strategies ...The short story on SaaS valuation is that the market determines the value of your business. In other words, your company's value is the point where what you're willing to sell for, and what a buyer is willing to pay meet. Selling a business is really similar to selling a house in that way. How to Value Your Bootstrapped SaaS Business | SureSwift ...About the Author. David Newell is a Senior Advisor at Quiet Light Brokerage and an industry expert in the valuation and sale of SaaS businesses. David is a former investment banker at Citi \(2009-2012\). From 2013-2016, he worked as the Head of Brokerage at FE International, where he advised on more than 75 transactions, including 20 SaaS exits, totaling \\$30M+ in value. How To Build, Value, and Sell A SaaS Business for 6, 7 or ...We haven't quite gotten this down to a science yet, but there is more to SaaS valuations than just revenue x growth \(or a multiple of profit if you're in](#)

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Determining the value of a software-as-a-service (SaaS) business is arguably the most important step in the sales process. This holds true whether you're buying or selling. In the case of the former, you need to be sure you aren't overpaying for your investment, and in the case of the latter, you want to be sure you aren't under-selling your business.

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About the Author. David Newell is a

Senior Advisor at Quiet Light Brokerage and an industry expert in the valuation and sale of SaaS businesses. David is a former investment banker at Citi (2009-2012). From 2013-2016, he worked as the Head of Brokerage at FE International, where he advised on more than 75 transactions, including 20 SaaS exits, totaling \$30M+ in value.

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Valuing and selling SaaS businesses isn't straightforward. In fact, in the small business space, valuing SaaS firms is a hot topic of debate and there are different approaches that can be taken. However, if you examine how the most experienced practitioners within the SaaS M&A space operate, you can identify some primary metrics that all sellers need to be aware of if they want to sell their ...

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The short story on SaaS valuation is that the market determines the value of your business. In other words, your company's value is the point where what you're willing to sell for, and what a buyer is willing to pay meet. Selling a business is really similar to selling a house in that way.

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