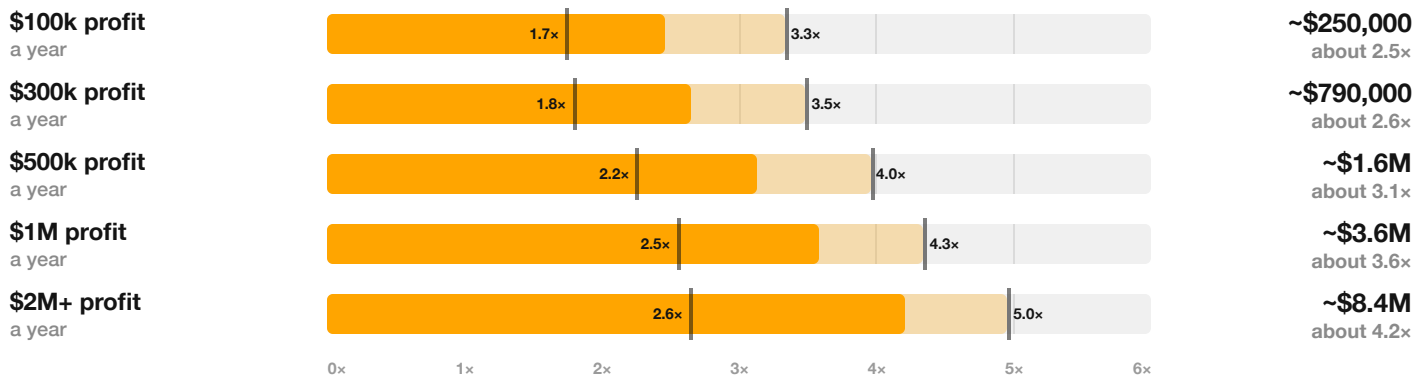


What businesses are actually selling for

July 2026
MONTHLY

We track **thousands of businesses for sale** across the country every month. Here's what the market is really doing — not what owners hope it's doing.

What buyers pay for: profit.



Bar = the typical (median) multiple paid at that profit level; shaded band = the middle 50% of deals (25th–75th percentile). The bigger and cleaner the business, the higher the multiple — size and simplicity get rewarded. (Smaller businesses are valued on SDE, the owner's total take-home; larger ones on EBITDA. Either way, it's the profit the business throws off.)

1 in 6
EVER SELLS

But asking isn't getting. Each year about **60,000** businesses come to market — and only about **10,000** sell. That's roughly **1 in 6**. The rest sit, get marked down, and come off the market unsold.

Even the winners take a haircut.

The businesses that do sell take **about 8 months** on the market and close **below** their asking price — around 94 cents on the dollar.

The longer it sits, the less it gets.

A fresh listing has leverage. One that's been for sale 6+ months signals "motivated seller," and buyers price accordingly.

Want to be the 1 in 6?

Where your business lands in that 2.5x–4.2x range isn't luck — **size and sell-readiness decide it**, and both are fixable before you go to market. See what a buyer could actually finance with our free **SBA Valuation Calculator** at presaleprep.com/sba-valuation — then book a free **Exit Readiness Call** at presaleprep.com.

Source: Pre-Sale Prep proprietary analysis of thousands of active U.S. business-for-sale listings nationwide and dozens of independent brokerages, July 2026. "Multiple" = asking price ÷ annual business profit — measured as SDE (the owner's total earnings) for smaller businesses and EBITDA for larger ones — with real estate excluded. Figures shown are market asking levels; actual sale prices are typically lower. For general market education only; not a valuation or an offer.