# AM&AA Market Survey Report

Summer 2025

ALLIANCE OF MERGER & ACQUISITION ADVISORS®

A FIVE STAR GLOBAL, LLC COMPANY

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# M&A Market Survey Report

Here are the results of the National 2025 Summer M&A Market Survey with detailed data reported on over 2,000 deals. Analysis includes sale multiples, composition of consideration, and target company financial performance on deals closed in Q1 and Q2 of 2025 as well as deals under LOI in the current M&A pipeline. Detail on factors required to get deals under LOI and closed in today's current M&A climate will also be presented, along with how those factors have been changing over time. In addition, data from survey results will be presented on the outlook for M&A for the rest of 2025, as well as the headwinds and tailwinds driving the forecast for the M&A market.

# About the AM&AA Q3 2025 M&A Market Survey

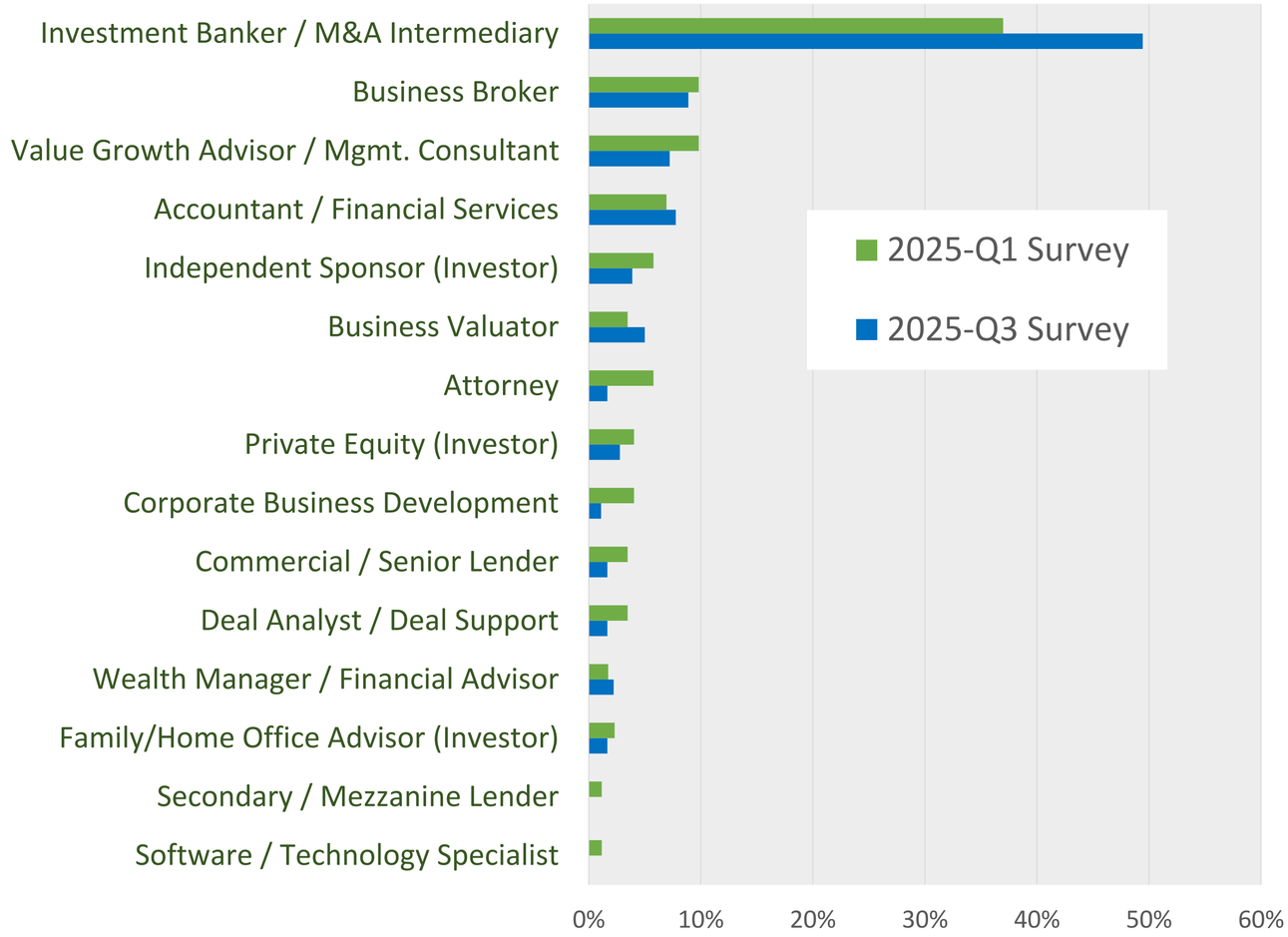
**180**
Respondents

**337**
Total Deals Reported

**160**
Closed Deals

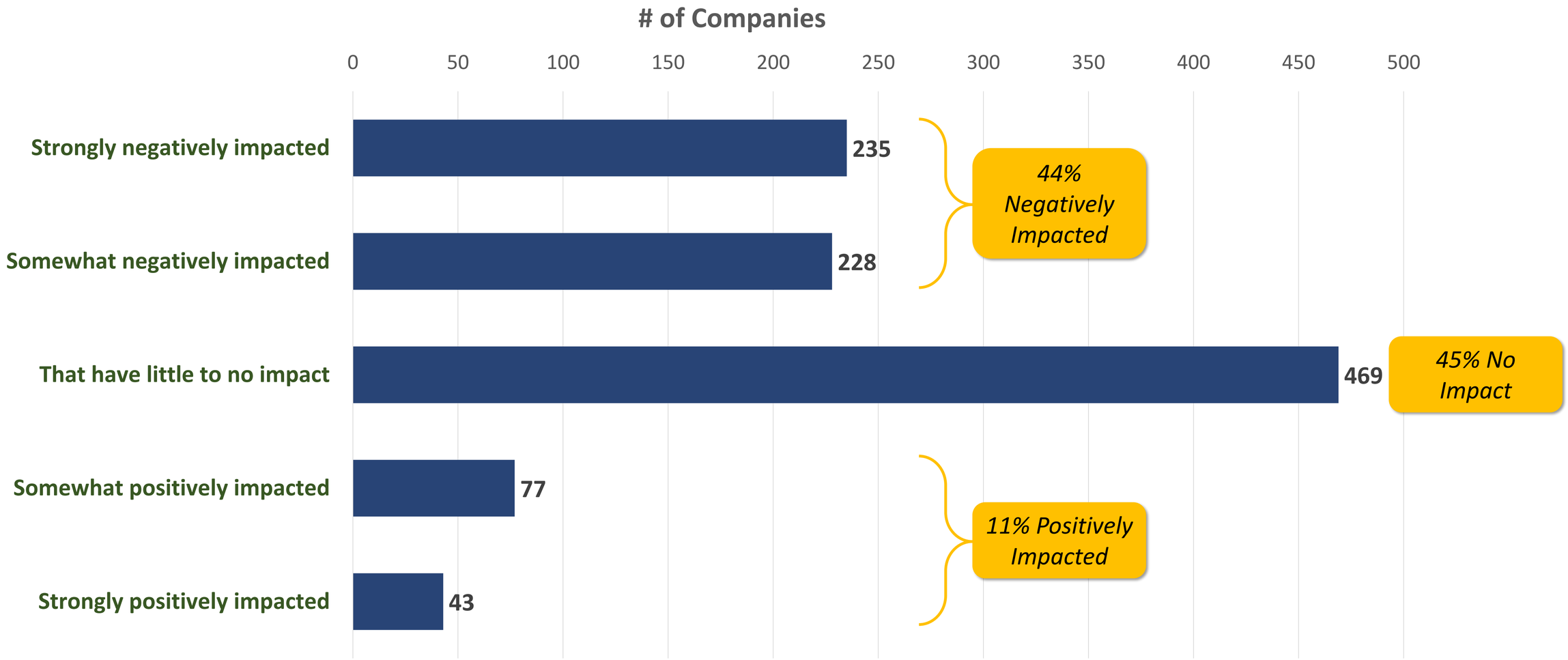
**177**
Active Deals

## Survey Respondents by Profession



# Effects of Tariffs, Disruptions to Trade Agreements, and Disruptions to Governmental Agencies & Spending

# How are the newly enacted or anticipated **tariffs and trade policies impacting the financial performance of the companies** of your current prospects and clients?

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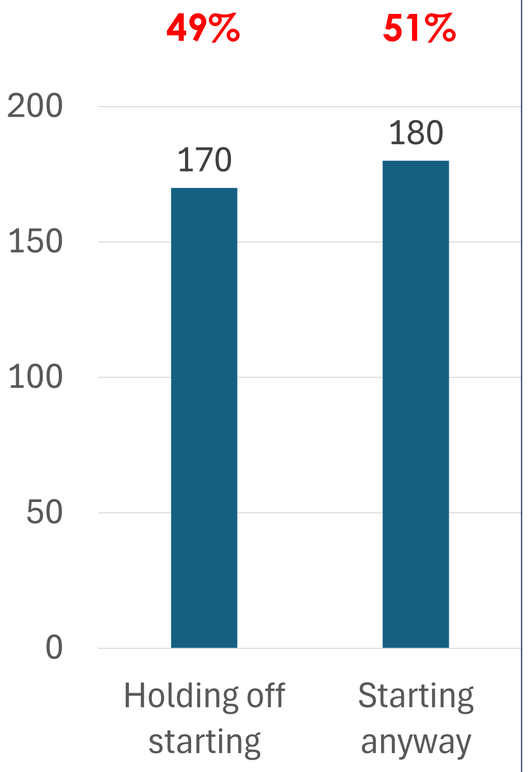
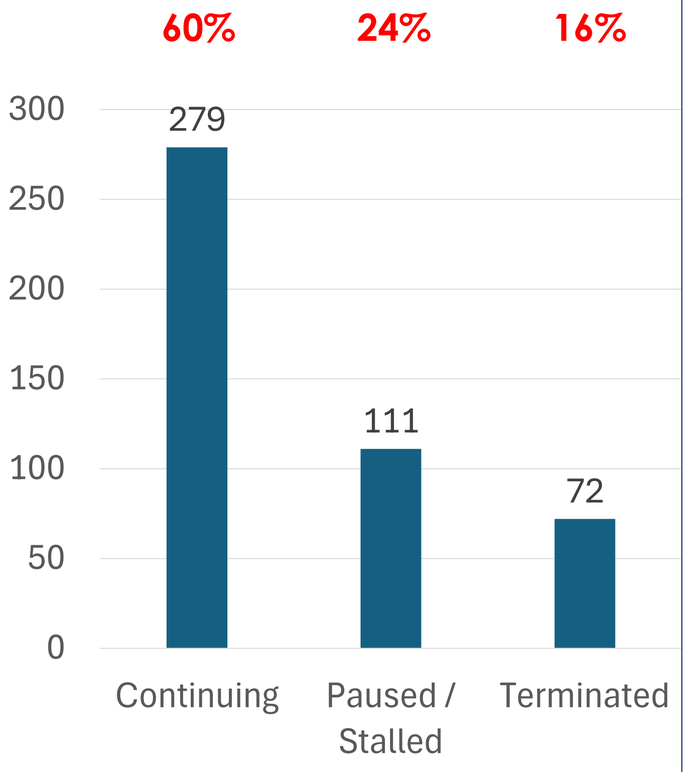
# How are the newly enacted or anticipated tariffs and trade policies **impacting your current and prospective deals**?

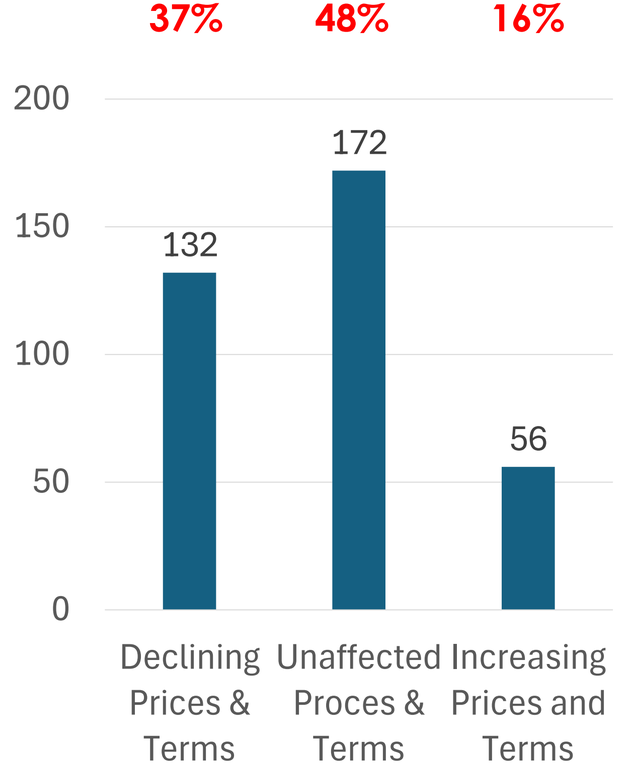
## Half of Prospective Sellers are Holding off




## 40% of deals in market are Paused or Terminated




## Effect on Deal Prices & Terms

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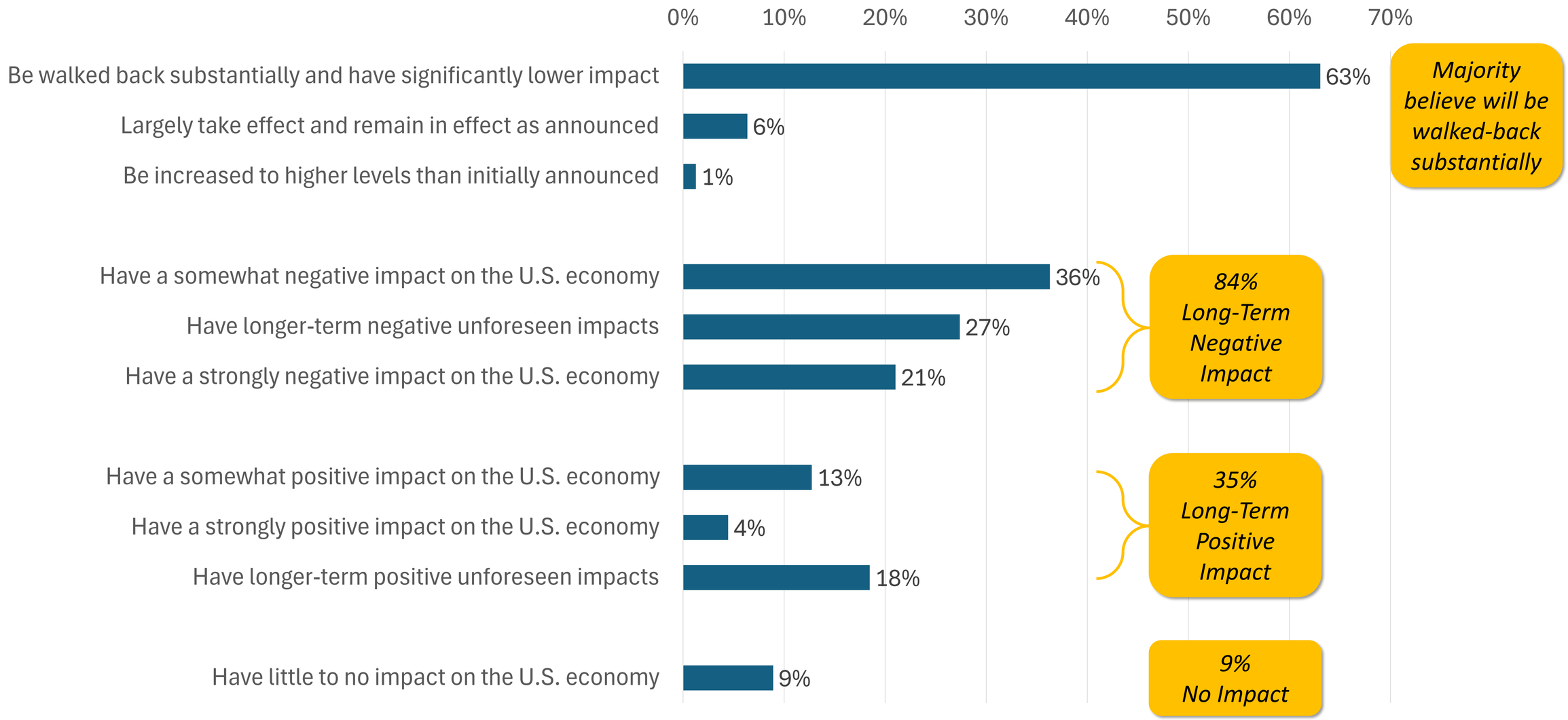
# What do you believe will be the results of the **tariff and trade policies over the next few years?**

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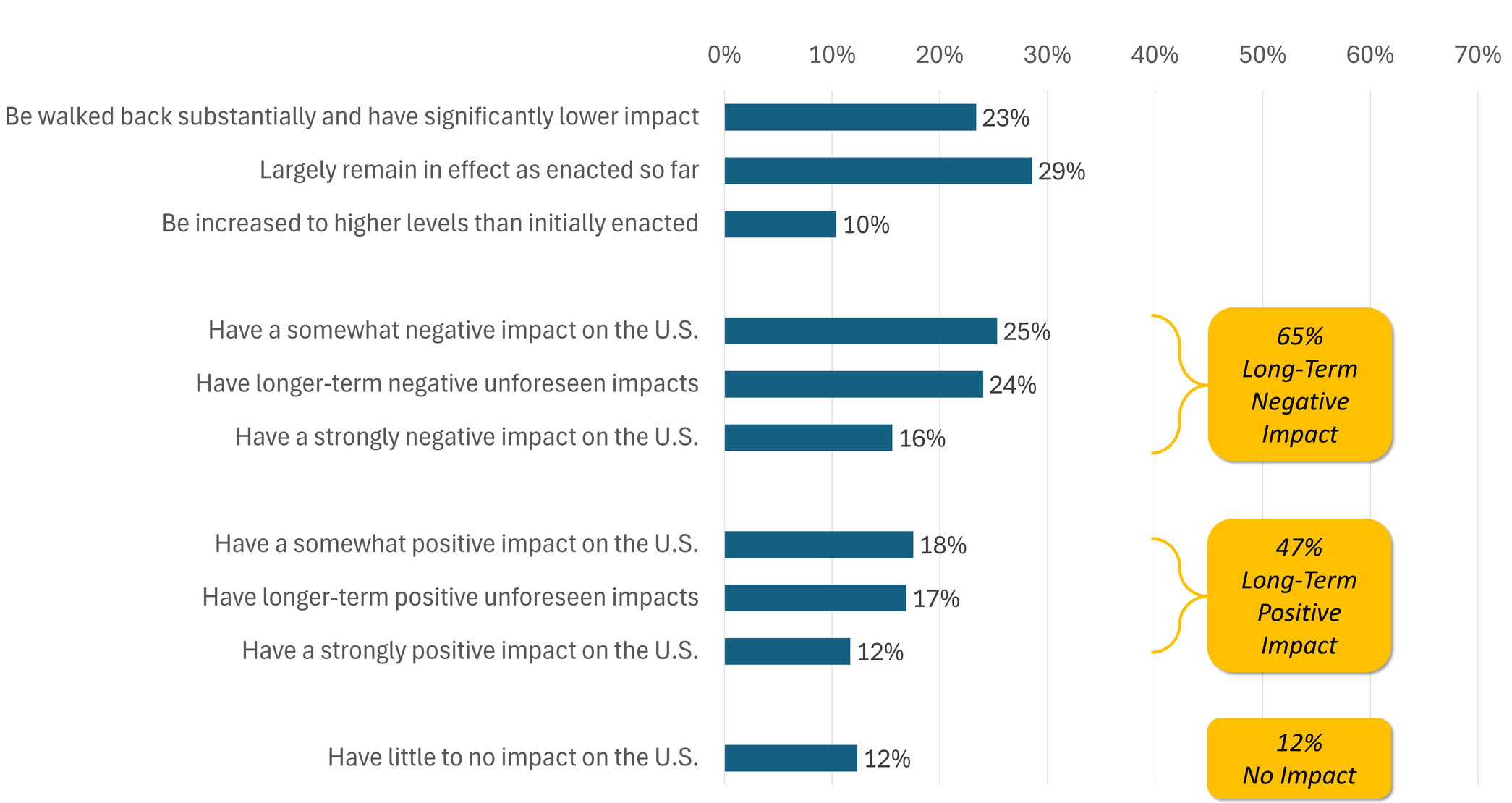
# What do you believe will be the results of the recent **government layoffs, budget cuts, and contract cancellations** over the next few years?




*Less consensus on the extent and impact of Government Spending Cuts*

*65% Long-Term Negative Impact*

*47% Long-Term Positive Impact*

*12% No Impact*

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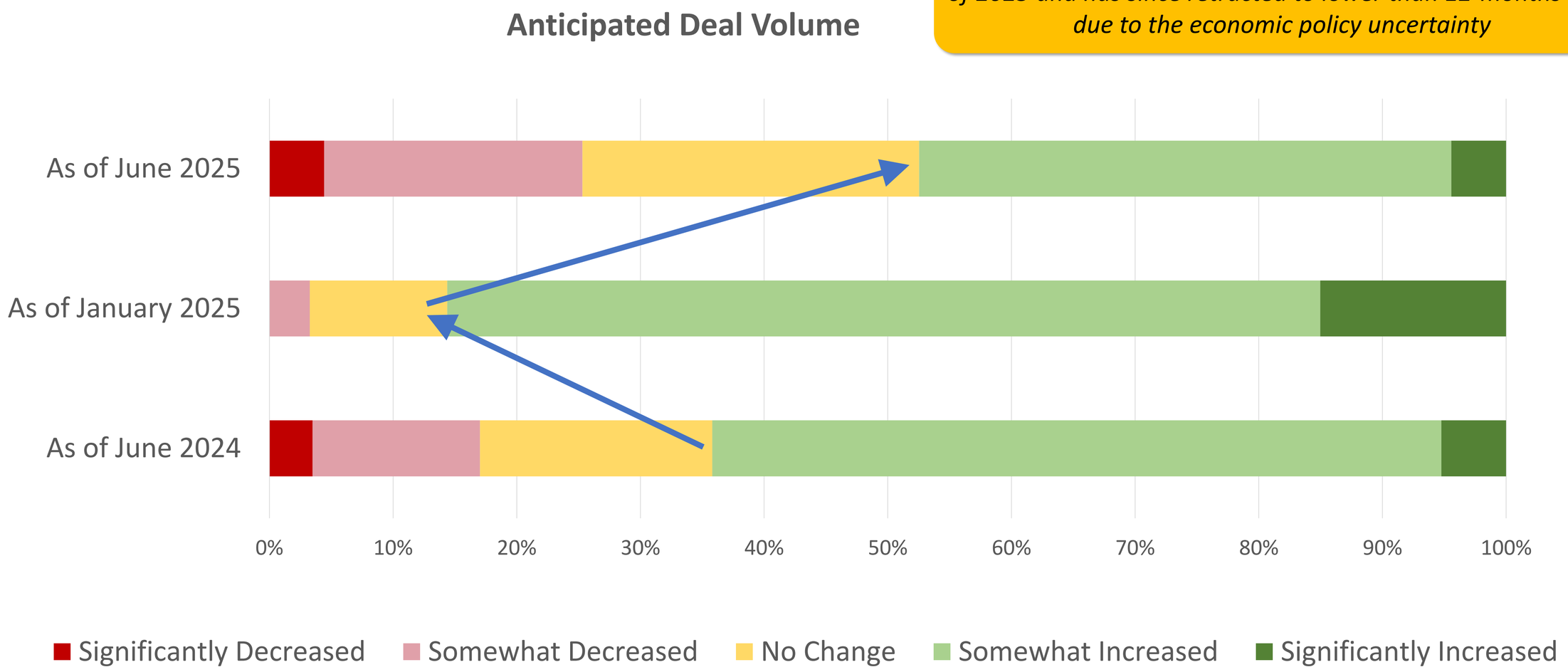
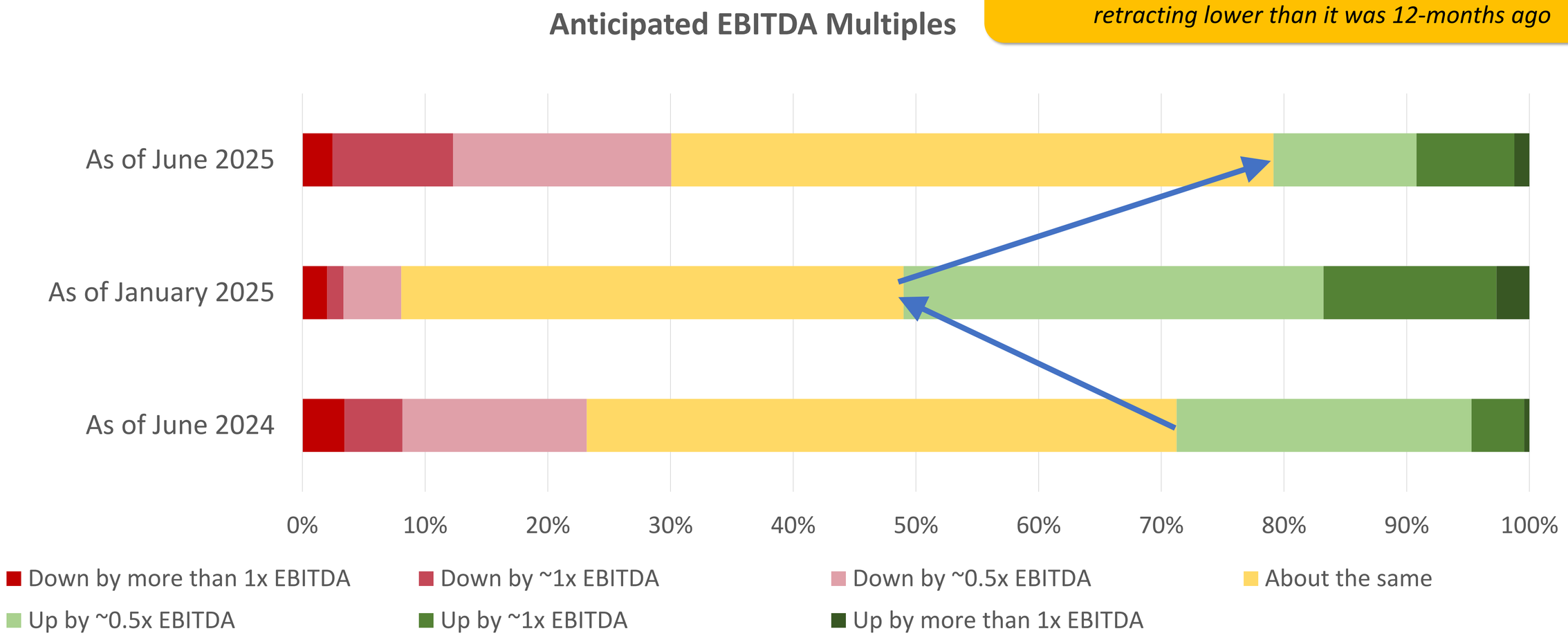
# Anticipated Deal Volume

*Optimism about M&A Deal Volume was high at the beginning of 2025 and has since retracted to lower than 12-months ago, due to the economic policy uncertainty*



# Anticipated EBITDA Multiples

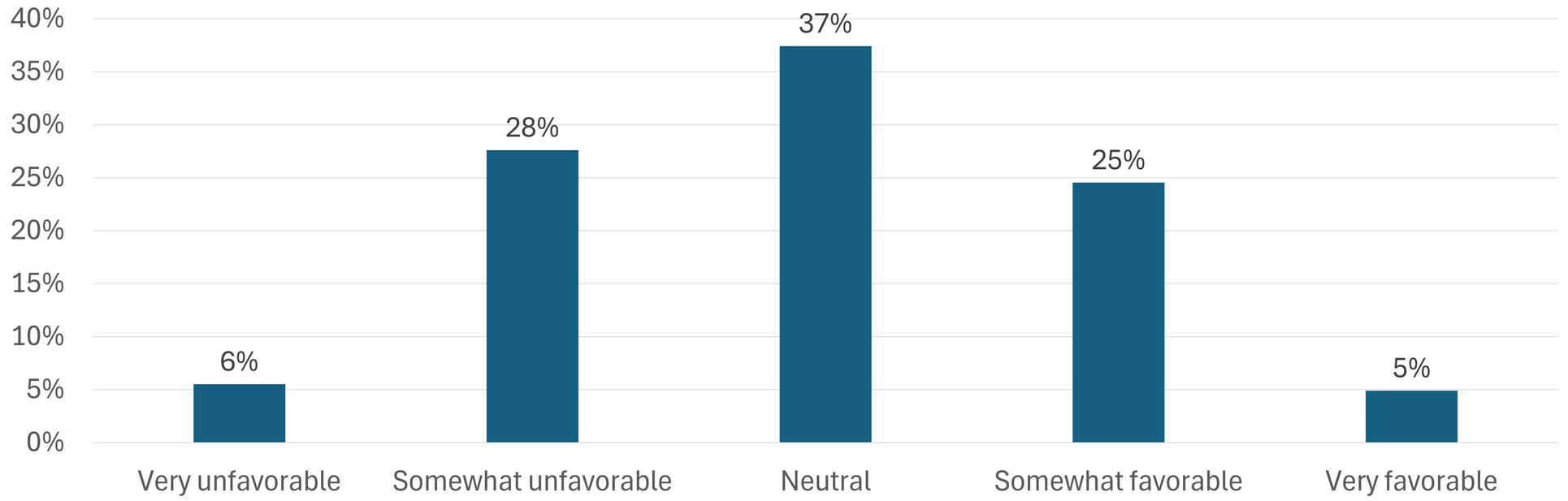
*Optimism about M&A Deal Multiples followed a near identical sentiment, increasing at the beginning of 2025 and retracting lower than it was 12-months ago*



# Economic Environment

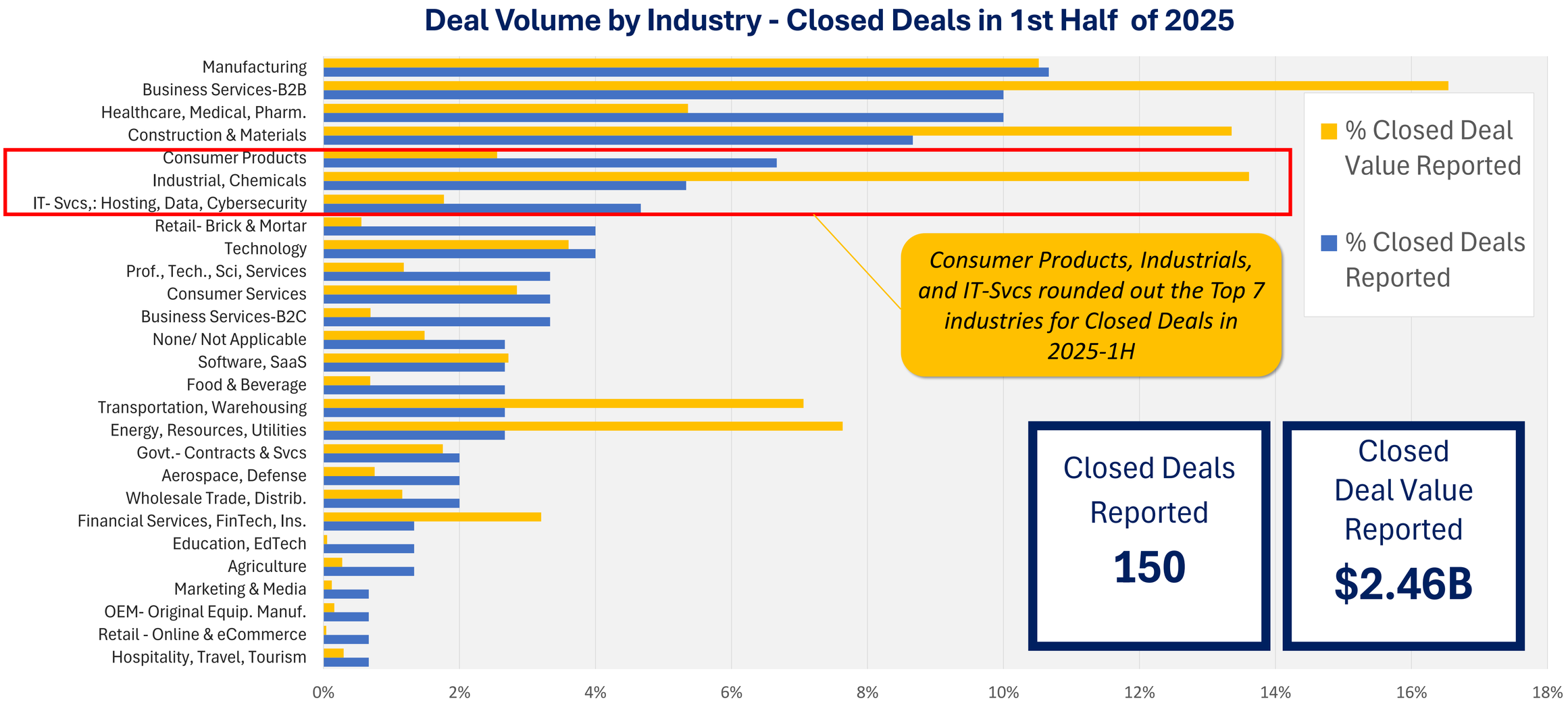
## What will be the upcoming **economic environment (impacting the businesses for sale in your deals)** for the second half of 2025?

*Less consensus on the broader macro-economic environment*

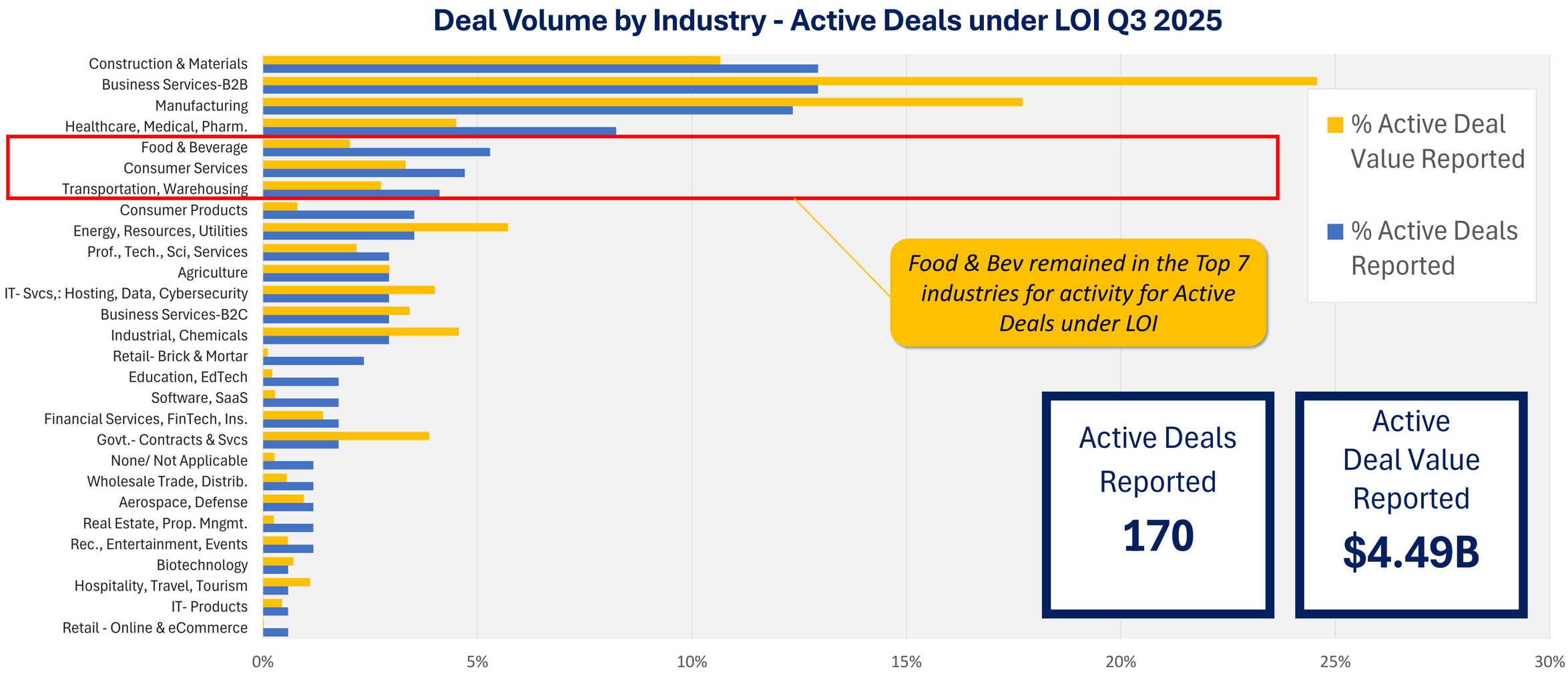


# Quantitative Survey Data

# Deal Volume by Industry – Closed Deals in 1st Half of 2025

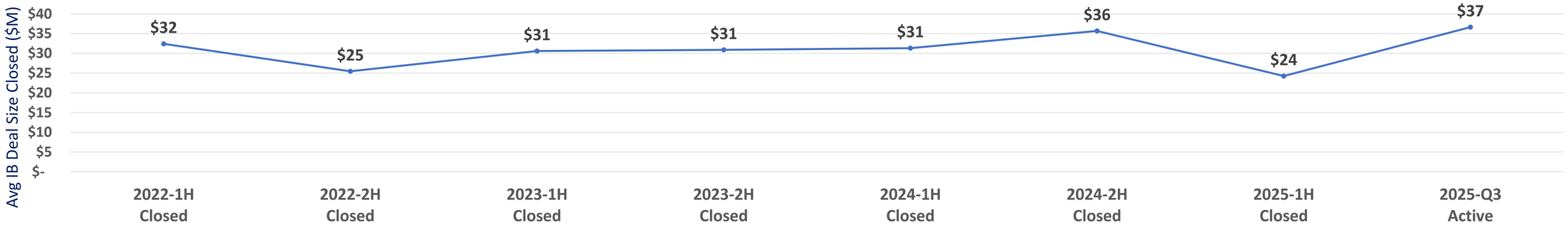


# Deal Volume by Industry – Active Deals under LOI in Q2 2025

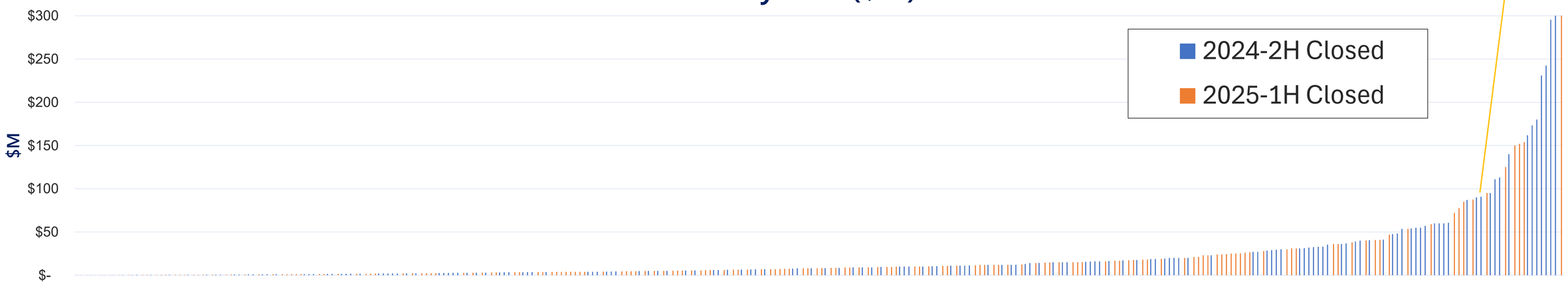


# Average Deal Size

## Avg. IB Deal Size Closed ($M)




## Deals by Size ($M)



# Adjusted EBITDA Multiples over time by Deal Size – All Industries

| | 2020 | 2021 | 2022 | | 2023 | | 2024 | | 2025 | |
|---|---|---|---|---|---|---|---|---|---|---|
| **Total Transaction Value (TEV) Average – All Industries** | **Closed in 2020** | **Closed in 2021** | **Closed in 2022-1H** | **Closed in 2022-2H** | **Closed in 2023-1H** | **Closed in 2023-2H** | **Closed in 2024-1H** | **Closed in 2024-2H** | **Closed in 2025-1H** | **Active in 2025-Q3** |
| **< $2M** | | | 2.6 | 3.6 | 2.8 | 3.9 | 2.7 | 4.0 | 2.2 | 3.0 |
| **$2.01M - $4M** | 4.7 | 4.6 | 4.0 | 4.4 | 4.0 | 4.5 | 3.5 | 4.5 | 3.3 | 4.5 |
| **$4.01M - $10M** | 4.9 | 5.8 | 5.6 | 5.6 | 5.1 | 5.3 | 5.2 | 5.1 | 5.3 | 6.1 |
| **$10.01M - $25M** | 6.1 | 6.3 | 6.0 | 6.1 | 6.7 | 6.8 | 6.8 | 5.8 | 7.3 | 6.5 |
| **$25.01M - $50M** | 7.0 | 8.1 | 6.1 | 6.7 | 7.2 | 8.8 | 7.7 | 6.9 | 9.4 | 8.4 |
| **$50.01M - $100M** | 7.5 | 7.2 | 8.8 | 8.7 | 7.2 | 7.3 | 9.2 | 10.0 | 10.2 | 7.3 |
| **$100.01M - $250M** | 8.8 | n/a | 10.5 | 10 | n/a | 8.5 | 11.2 | 14.1 | * | 10.6 |
| **All IB Deals (>$4M)** | | | 6.6 | 6.4 | 6.5 | 6.7 | 6.7 | 6.5 | 6.9 | 6.7 |

*To better serve the Business Broker community, we are breaking out deals between <$2M and $2M - $4M. The long-term ratio between the two may be useful.*

* Too few deals reported for a robust average



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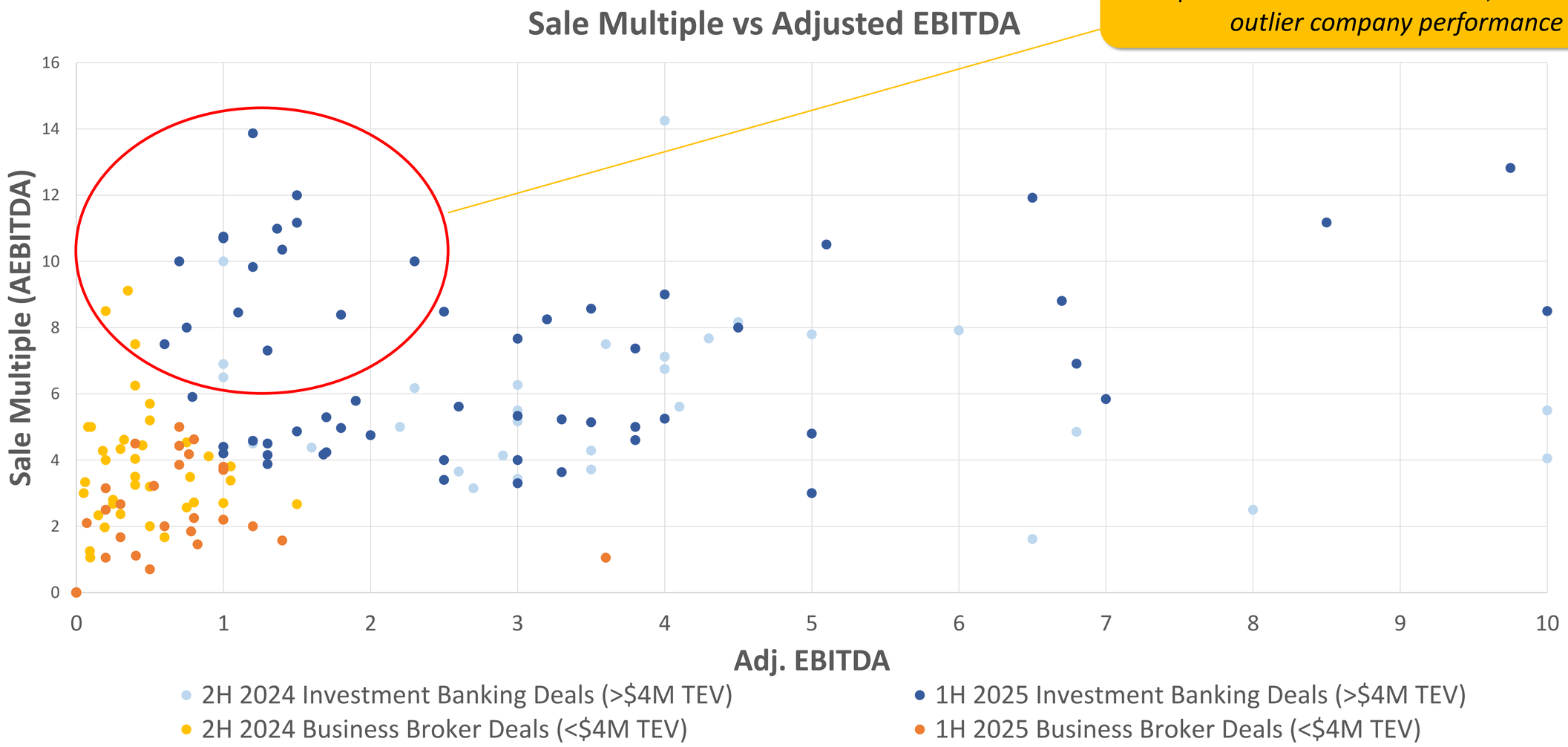
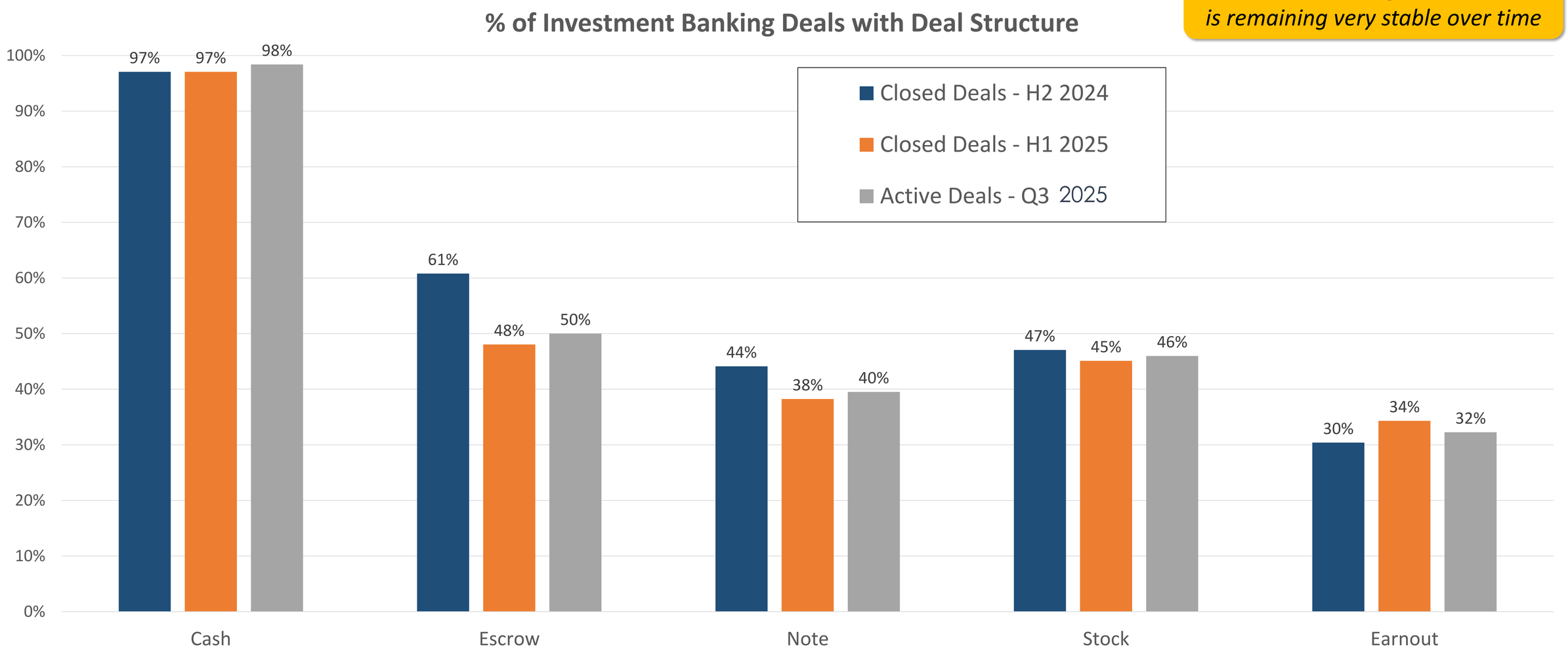
# Sale Multiple (AEBITDA) cs Adj. EBITDA – All Industries – 1H vs 2H 2025

*A curious amount of notable Outlier AEBITDA Multiple deals – mixed industries, healthy but not outlier company performance*



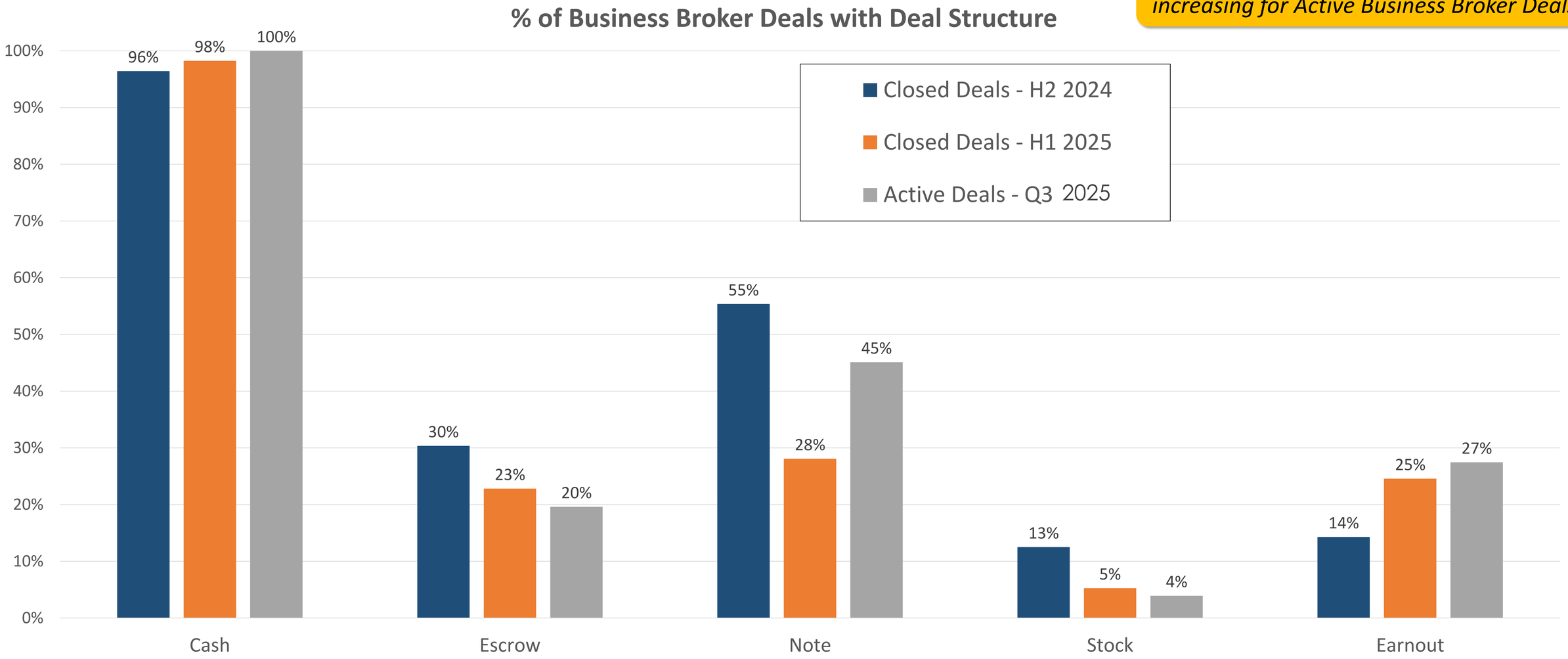
# Deal Structure for Investment Banking Deals ($4M to $250M)

*Investment Banking Deal Structure is remaining very stable over time*



# Deal Structure for Business Broker Deals (< $4M)

*Prevelence of Notes and Earnout is increasing for Active Business Broker Deals*



# Deal and Performance Metrics by Deal Size – All Industries

| Total Transaction Value (TEV) (at Close) | N | Average Total Price at Close ($M) | Average Cash % | Average Escrow % | Average Note % | Average Equity/ Stock % | Total Price % at Close | Average Earnout (Post-Close) % | Annual Revenue ($M) | Revenue Multiple | Adjusted EBITDA ($M) | Adjusted EBITDA % | Adjusted EBITDA Multiple | Annual Growth % |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Closed 2nd Half 2024** | | | | | | | | | | | | | | |
| **< $4M** | 56 | 1.7 | 70% | 4% | 22% | 5% | 100% | 19% | 3.3 | 1.3 | 0.5 | 17% | 4.1 | 9% |
| **$4.01M - $10M** | 29 | 7.1 | 72% | 3% | 13% | 12% | 100% | 14% | 9.1 | 1.2 | 1.7 | 18% | 5.1 | 12% |
| **$10.01M - $25M** | 31 | 15.3 | 76% | 6% | 10% | 8% | 100% | 5% | 20.5 | 1.3 | 3.1 | 15% | 5.8 | 11% |
| **$25.01M - $50M** | 21 | 34.7 | 75% | 3% | 11% | 11% | 100% | 9% | 32.7 | 1.6 | 5.5 | 17% | 6.9 | 16% |
| **$50.01M - $100M** | 13 | 67.5 | 63% | 5% | 23% | 9% | 100% | 3% | 75.8 | 1.5 | 9.9 | 13% | 10.0 | 10% |
| **$100.01M - $250M** | 8 | 169.1 | 58% | 13% | 14% | 14% | 100% | 0% | 80.5 | 11.1 | 13.3 | 14% | 14.1 | 10% |
| **Closed 1st Half 2025** | | | | | | | | | | | | | | |
| **< $4M** | 57 | 1.8 | 79% | 3% | 16% | 1% | 100% | 14% | 4.4 | 0.6 | 0.8 | 17% | 2.7 | 7% |
| **$4.01M - $10M** | 41 | 7.0 | 74% | 2% | 19% | 6% | 100% | 21% | 9.1 | 1.1 | 1.5 | 15% | 5.3 | 17% |
| **$10.01M - $25M** | 35 | 16.4 | 76% | 4% | 12% | 8% | 100% | 11% | 17.3 | 1.6 | 2.5 | 14% | 8.5 | 8% |
| **$25.01M - $50M** | 15 | 33.4 | 70% | 3% | 11% | 16% | 100% | 11% | 26.8 | 3.1 | 4.3 | 14% | 9.4 | 11% |
| **$50.01M - $100M** | 7 | 75.7 | 56% | 6% | 14% | 24% | 100% | 10% | 71.9 | 2.0 | 7.4 | 10% | 10.2 | 13% |
| **$100.01M - $250M** | 4 | 145.3 | 85% | 4% | 4% | 7% | 100% | 0% | 155.4 | 1.1 | 20.1 | 14% | 8.3 | 13% |
| **Active (under LOI) in Q3 2025** | | | | | | | | | | | | | | |
| **< $4M** | 51 | 2.2 | 83% | 3% | 12% | 2% | 100% | 13% | 3.8 | 1.0 | 1.1 | 28% | 3.7 | 7% |
| **$4.01M - $10M** | 36 | 7.1 | 81% | 3% | 11% | 5% | 100% | 28% | 10.2 | 0.9 | 1.4 | 15% | 6.1 | 13% |
| **$10.01M - $25M** | 34 | 15.0 | 82% | 3% | 9% | 6% | 100% | 4% | 17.2 | 1.3 | 5.7 | 23% | 6.8 | 7% |
| **$25.01M - $50M** | 27 | 38.2 | 76% | 4% | 12% | 9% | 100% | 6% | 30.6 | 1.8 | 5.7 | 24% | 8.4 | 27% |
| **$50.01M - $100M** | 16 | 67.3 | 70% | 5% | 14% | 10% | 100% | 6% | 68.3 | 1.1 | 11.5 | 18% | 7.3 | 31% |
| **$100.01M - $250M** | 11 | 151.9 | 56% | 2% | 33% | 9% | 100% | 1% | 80.2 | 2.0 | 14.6 | 18% | 10.6 | 13% |



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# Deal Metrics by Employee by Deal Size – All Industries

| Total Transaction Value (TEV) (at Close) | N | Number of Employee | Sale Price / Employee ($K) | Revenue / Employee ($K) | AEBITDA / Employee ($K) |
|---|---|---|---|---|---|
| **Closed 2nd Half 2025** | | | | | |
| **< $4M** | 56 | 18 | 162,450 | 217,224 | 45,878 |
| **$4.01M - $10M** | 29 | 23 | 709,072 | 445,673 | 143,526 |
| **$10.01M - $25M** | 31 | 101 | 570,053 | 531,668 | 102,451 |
| **$25.01M - $50M** | 21 | 150 | 841,762 | 688,628 | 131,638 |
| **$50.01M - $100M** | 13 | 117 | 1,386,718 | 747,074 | 134,579 |
| **$100.01M - $250M** | 8 | 749 | 545,532 | 297,793 | 53,671 |
| **Closed 1st Half 2025** | | | | | |
| **< $4M** | 57 | 18 | 176,375 | 301,824 | 69,941 |
| **$4.01M - $10M** | 41 | 34 | 268,771 | 336,017 | 93,001 |
| **$10.01M - $25M** | 35 | 68 | 568,282 | 502,755 | 90,772 |
| **$25.01M - $50M** | 15 | 85 | 657,429 | 431,749 | 74,142 |
| **$50.01M - $100M** | 7 | 54 | 1,348,121 | 1,033,696 | 127,264 |
| **$100.01M - $250M** | 4 | 274 | 798,377 | 847,361 | 104,750 |
| **Active (under LOI) in Q3 2025** | | | | | |
| **< $4M** | 51 | 18 | 505,937 | 422,884 | 72,729 |
| **$4.01M - $10M** | 36 | 61 | 374,956 | 339,588 | 66,741 |
| **$10.01M - $25M** | 34 | 55 | 487,793 | 502,840 | 172,458 |
| **$25.01M - $50M** | 27 | 93 | 736,542 | 383,103 | 87,251 |
| **$50.01M - $100M** | 16 | 109 | 890,438 | 973,438 | 171,938 |
| **$100.01M - $250M** | 11 | 769 | 1,069,913 | 516,431 | 94,330 |

*Notable deals with high AEBITDA / Empl.*



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# Adjusted EBITDA Multiples by Industry

## Business Services-B2B

| TEV (received at close) | Closed in 2023 | Closed in 2024 | Closed in 2025-1H | Active in 2025-Q3 | Average | N |
|---|---|---|---|---|---|---|
| Less than $4M | 3.2 | 4.4 | 3.8 | 4.4 | 3.9 | 24 |
| $4.01M - $10M | 5.0 | 4.9 | 5.9 | 7.4 | 5.8 | 23 |
| $10.01M - $25M | 7.3 | 5.3 | 5.0 | 5.0 | 5.6 | 32 |
| $25.01M - $50M | 7.0 | 7.4 | | 7.7 | 7.4 | 17 |
| $50.01M - $100M | 7.7 | | | | 7.7 | 4 |
| $100.01M - $250M | | | | 10.6 | 10.6 | 4 |
| Average = | 6.0 | 5.5 | 4.9 | 7.0 | 6.8 | |
| N = | 46 | 36 | 7 | 15 | | 104 |

## Manufacturing

| TEV (received at close) | Closed in 2023 | Closed in 2024 | Closed in 2025-1H | Active in 2025-Q3 | Average | N |
|---|---|---|---|---|---|---|
| Less than $4M | 5.1 | | | | 5.1 | 8 |
| $4.01M - $10M | 5.0 | 4.5 | 4.1 | | 4.5 | 32 |
| $10.01M - $25M | 5.6 | 6.7 | 7.9 | 5.5 | 6.4 | 35 |
| $25.01M - $50M | 7.0 | | | | 7.0 | 12 |
| $50.01M - $100M | 7.7 | 13.8 | | | 10.8 | 11 |
| $100.01M - $250M | 3.6 | 11.4 | | | 7.5 | 4 |
| Average = | 5.7 | 9.1 | 6.0 | 5.5 | 6.9 | |
| N = | 64 | 28 | 8 | 2 | | 102 |

*Healthcare deals are returning to the reported deal flow having had a lull to likely digest activity closed last year*

## Healthcare, Medical, Pharm.

| TEV (received at close) | Closed in 2023 | Closed in 2024 | Closed in 2025-1H | Active in 2025-Q3 | Average | N |
|---|---|---|---|---|---|---|
| Less than $4M | 4.8 | 3.4 | | 3.7 | 4.0 | 14 |
| $4.01M - $10M | 5.9 | 4.1 | 6.5 | 9.5 | 6.5 | 12 |
| $10.01M - $25M | 7.3 | 7.2 | | 9.1 | 7.9 | 22 |
| $25.01M - $50M | 10.5 | 7.9 | | | 9.2 | 10 |
| $50.01M - $100M | 8.1 | | | | 8.1 | 3 |
| $100.01M - $250M | 9.8 | | | | 9.8 | 5 |
| Average = | 7.7 | 5.7 | 6.5 | 7.4 | 7.6 | |
| N = | 43 | 12 | 2 | 9 | | 66 |

## Construction & Materials

| TEV (received at close) | Closed in 2023 | Closed in 2024 | Closed in 2025-1H | Active in 2025-Q3 | Average | N |
|---|---|---|---|---|---|---|
| Less than $4M | 4.4 | 2.7 | 2.7 | | 3.3 | 19 |
| $4.01M - $10M | 5.5 | 4.4 | 3.9 | 3.6 | 4.3 | 37 |
| $10.01M - $25M | 6.3 | 6.8 | | 6.0 | 6.4 | 21 |
| $25.01M - $50M | 6.1 | 5.3 | 7.2 | | 6.2 | 14 |
| $50.01M - $100M | 6.3 | 7.5 | | | 6.9 | 9 |
| $100.01M - $250M | 7.9 | | | | 7.9 | 4 |
| Average = | 6.1 | 5.3 | 4.6 | 4.8 | 5.8 | |
| N = | 53 | 41 | 6 | 4 | | 104 |



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# Adjusted EBITDA Multiples by Industry

## IT- Svcs,: Hosting, Data, Cybersecurity

| TEV (received at close) | Closed in 2023 | Closed in 2024 | Closed in 2025-1H | Active in 2025-Q3 | Average | N |
|---|---|---|---|---|---|---|
| Less than $4M | 2.9 | 3.6 | 1.7 | 2.0 | 2.5 | 20 |
| $4.01M - $10M | 4.7 | | | | 4.7 | 2 |
| $10.01M - $25M | 6.7 | | | | 6.7 | 8 |
| $25.01M - $50M | | | | | | 0 |
| $50.01M - $100M | | | | | | 0 |
| $100.01M - $250M | | | | | | 0 |
| Average = | 4.8 | 3.6 | 1.7 | 2.0 | 4.6 | |
| N = | 15 | 8 | 5 | 2 | | 30 |

## Consumer Products

| TEV (received at close) | Closed in 2023 | Closed in 2024 | Closed in 2025-1H | Active in 2025-Q3 | Average | N |
|---|---|---|---|---|---|---|
| Less than $4M | 3.5 | 3.4 | 2.4 | 2.0 | 2.8 | 11 |
| $4.01M - $10M | 5.7 | | | | 5.7 | 4 |
| $10.01M - $25M | 6.3 | | 6.6 | 8.5 | 7.1 | 10 |
| $25.01M - $50M | | 11.2 | | | 11.2 | 3 |
| $50.01M - $100M | 7.2 | | | | 7.2 | 3 |
| $100.01M - $250M | | | | | | 0 |
| Average = | 5.7 | 7.3 | 4.5 | 5.3 | 6.8 | |
| N = | 15 | 5 | 6 | 5 | | 31 |

## Business Services-B2C

| TEV (received at close) | Closed in 2023 | Closed in 2024 | Closed in 2025-1H | Active in 2025-Q3 | Average | N |
|---|---|---|---|---|---|---|
| Less than $4M | 3.4 | 4.0 | | 3.0 | 3.5 | 20 |
| $4.01M - $10M | 7.6 | | 6.1 | | 6.8 | 6 |
| $10.01M - $25M | 4.6 | | | | 4.6 | 2 |
| $25.01M - $50M | 7.7 | 6.9 | | | 7.3 | 4 |
| $50.01M - $100M | | | | | | 0 |
| $100.01M - $250M | | | | | | 0 |
| Average = | 5.8 | 5.5 | 6.1 | 3.0 | 5.5 | |
| N = | 17 | 11 | 2 | 2 | | 32 |

## Transportation, Warehousing

| TEV (received at close) | Closed in 2023 | Closed in 2024 | Closed in 2025-1H | Active in 2025-Q3 | Average | N |
|---|---|---|---|---|---|---|
| Less than $4M | 1.4 | 3.5 | | | 2.5 | 5 |
| $4.01M - $10M | 3.4 | | | 9.8 | 6.6 | 5 |
| $10.01M - $25M | 4.0 | 8.8 | | | 6.4 | 6 |
| $25.01M - $50M | 6.4 | | | | 6.4 | 4 |
| $50.01M - $100M | | | 10.0 | | 10.0 | 2 |
| $100.01M - $250M | 13.2 | | | | 13.2 | 2 |
| Average = | 5.7 | 6.2 | 10.0 | 22.4 | 8.6 | |
| N = | 14 | 6 | 2 | 2 | | 24 |



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# Adjusted EBITDA Multiples by Industry

## Wholesale Trade, Distrib.

| TEV (received at close) | Closed in 2023 | Closed in 2024 | Closed in 2025-1H | Active in 2025-Q3 | Average | N |
|---|---|---|---|---|---|---|
| Less than $4M | | 2.5 | | | 2.5 | 3 |
| $4.01M - $10M | | 4.3 | | | 4.3 | 3 |
| $10.01M - $25M | 6.1 | 4.5 | | 6.4 | 5.6 | 12 |
| $25.01M - $50M | | | | | | 0 |
| $50.01M - $100M | 4.8 | | | | 4.8 | 2 |
| $100.01M - $250M | 7.1 | | | | 7.1 | 2 |
| Average = | 6.0 | 3.8 | | 6.4 | 4.9 | |
| N = | 10 | 10 | 0 | 2 | | 22 |

## Retail- Brick & Mortar

| TEV (received at close) | Closed in 2023 | Closed in 2024 | Closed in 2025-1H | Active in 2025-Q3 | Average | N |
|---|---|---|---|---|---|---|
| Less than $4M | 3.1 | 2.5 | 2.4 | 2.6 | 2.7 | 16 |
| $4.01M - $10M | 5.2 | | | | 5.2 | 3 |
| $10.01M - $25M | | | | | | 0 |
| $25.01M - $50M | | | | | | 0 |
| $50.01M - $100M | | | | | | 0 |
| $100.01M - $250M | | | | | | 0 |
| Average = | 4.2 | 2.5 | 2.4 | 2.6 | 3.9 | |
| N = | 9 | 6 | 2 | 2 | | 19 |

## Financial Services, FinTech, Ins.

| TEV (received at close) | Closed in 2023 | Closed in 2024 | Closed in 2025-1H | Active in 2025-Q3 | Average | N |
|---|---|---|---|---|---|---|
| Less than $4M | | | | | | 0 |
| $4.01M - $10M | | 5.1 | | | 5.1 | 5 |
| $10.01M - $25M | | | | | | 0 |
| $25.01M - $50M | 12.5 | | | | 12.5 | 2 |
| $50.01M - $100M | | | | | | 0 |
| $100.01M - $250M | | | | | | 0 |
| Average = | 12.5 | 5.1 | | | 8.8 | |
| N = | 4 | 3 | 0 | 0 | | 7 |

## Aerospace, Defense

| TEV (received at close) | Closed in 2023 | Closed in 2024 | Closed in 2025-1H | Active in 2025-Q3 | Average | N |
|---|---|---|---|---|---|---|
| Less than $4M | 4.9 | | | | 4.9 | 2 |
| $4.01M - $10M | 6.1 | | | | 6.1 | 4 |
| $10.01M - $25M | 7.0 | | | | 7.0 | 6 |
| $25.01M - $50M | 13.4 | 3.9 | | | 8.7 | 4 |
| $50.01M - $100M | | | | | | 0 |
| $100.01M - $250M | | | | | | 0 |
| Average = | 7.9 | 3.9 | | | 6.7 | |
| N = | 14 | 2 | 0 | 0 | | 16 |



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# Adjusted EBITDA Multiples by Industry

## Consumer Services

| TEV (received at close) | Closed in 2023 | Closed in 2024 | Closed in 2025-1H | Active in 2025-Q3 | Average | N |
|---|---|---|---|---|---|---|
| Less than $4M | 4.5 | 4.4 | | | 4.5 | 7 |
| $4.01M - $10M | | 7.7 | 3.8 | 6.1 | 5.9 | 7 |
| $10.01M - $25M | 11.8 | | 9.6 | | 10.7 | 5 |
| $25.01M - $50M | | | | | | 0 |
| $50.01M - $100M | | | | | | 0 |
| $100.01M - $250M | | | | | | 0 |
| Average = | 8.2 | 6.1 | 6.7 | 6.1 | 7.0 | |
| N = | 6 | 5 | 5 | 3 | | 19 |

## Technology

| TEV (received at close) | Closed in 2023 | Closed in 2024 | Closed in 2025-1H | Active in 2025-Q3 | Average | N |
|---|---|---|---|---|---|---|
| Less than $4M | | | | | | 0 |
| $4.01M - $10M | 11.0 | | | | 11.0 | 4 |
| $10.01M - $25M | 9.2 | 10.7 | | | 10.0 | 7 |
| $25.01M - $50M | 9.0 | | | | 9.0 | 5 |
| $50.01M - $100M | | | | | | 2 |
| $100.01M - $250M | | | | | | 0 |
| Average = | 9.7 | 10.7 | | | 10.0 | |
| N = | 16 | 2 | 0 | 0 | | 18 |

## Food & Beverage

| TEV (received at close) | Closed in 2023 | Closed in 2024 | Closed in 2025-1H | Active in 2025-Q3 | Average | N |
|---|---|---|---|---|---|---|
| Less than $4M | 4.9 | 2.1 | | | 3.5 | 8 |
| $4.01M - $10M | 6.4 | | | | 6.4 | 4 |
| $10.01M - $25M | | 4.9 | | | 4.9 | 2 |
| $25.01M - $50M | | | | | | 0 |
| $50.01M - $100M | | 11.4 | | | 11.4 | 2 |
| $100.01M - $250M | | | | | | 0 |
| Average = | 5.7 | 6.2 | | | 6.6 | |
| N = | 6 | 10 | 0 | 0 | | 16 |

## Energy, Resources, Utilities

| TEV (received at close) | Closed in 2023 | Closed in 2024 | Closed in 2025-1H | Active in 2025-Q3 | Average | N |
|---|---|---|---|---|---|---|
| Less than $4M | | | | | | 0 |
| $4.01M - $10M | | | | | | 0 |
| $10.01M - $25M | | 4.6 | | | 4.6 | 4 |
| $25.01M - $50M | 7.8 | | | | 7.8 | 2 |
| $50.01M - $100M | | | | | | 0 |
| $100.01M - $250M | 6.5 | | | | 6.5 | 2 |
| Average = | 7.2 | 4.6 | | | 6.3 | |
| N = | 4 | 4 | 0 | 0 | | 8 |



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# Adjusted EBITDA Multiples by Industry

## Prof., Tech., Sci, Services

| TEV (received at close) | Closed in 2023 | Closed in 2024 | Closed in 2025-1H | Active in 2025-Q3 | Average | N |
|---|---|---|---|---|---|---|
| Less than $4M | 3.5 | | 3.1 | 3.8 | 3.5 | 7 |
| $4.01M - $10M | 5.2 | 3.4 | | | 4.3 | 9 |
| $10.01M - $25M | 6.1 | | | | 6.1 | 3 |
| $25.01M - $50M | | | | | | 0 |
| $50.01M - $100M | | | | | | 0 |
| $100.01M - $250M | | | | | | 0 |
| Average = | 4.9 | 3.4 | 3.1 | 3.8 | 4.6 | |
| N = | 10 | 4 | 3 | 2 | | 19 |

## Industrial, Chemicals

| TEV (received at close) | Closed in 2023 | Closed in 2024 | Closed in 2025-1H | Active in 2025-Q3 | Average | N |
|---|---|---|---|---|---|---|
| Less than $4M | | | | | | 0 |
| $4.01M - $10M | 3.6 | | | | 3.6 | 4 |
| $10.01M - $25M | | 6.4 | | | 6.4 | 4 |
| $25.01M - $50M | | | | | | 2 |
| $50.01M - $100M | | | | | | 0 |
| $100.01M - $250M | | | | | | 0 |
| Average = | 3.6 | 6.4 | | | 5.0 | |
| N = | 6 | 4 | 0 | 0 | | 10 |

## Software, SaaS

| TEV (received at close) | Closed in 2023 | Closed in 2024 | Closed in 2025-1H | Active in 2025-Q3 | Average | N |
|---|---|---|---|---|---|---|
| Less than $4M | | 5.5 | | 2.3 | 3.9 | 4 |
| $4.01M - $10M | | | | | | 0 |
| $10.01M - $25M | | 9.6 | 11.4 | | 10.5 | 6 |
| $25.01M - $50M | | | | | | 0 |
| $50.01M - $100M | | | | | | 0 |
| $100.01M - $250M | | | | | | 0 |
| Average = | | 7.5 | 11.4 | 2.3 | 7.2 | |
| N = | 0 | 5 | 3 | 2 | | 10 |

## Marketing & Media

| TEV (received at close) | Closed in 2023 | Closed in 2024 | Closed in 2025-1H | Active in 2025-Q3 | Average | N |
|---|---|---|---|---|---|---|
| Less than $4M | | | | | | 0 |
| $4.01M - $10M | | | | | | 0 |
| $10.01M - $25M | 6.2 | | | | 6.2 | 4 |
| $25.01M - $50M | | | | | | 0 |
| $50.01M - $100M | | | | | | 0 |
| $100.01M - $250M | | | | | | 0 |
| Average = | 6.2 | | | | 6.2 | |
| N = | 4 | 0 | 0 | 0 | | 4 |



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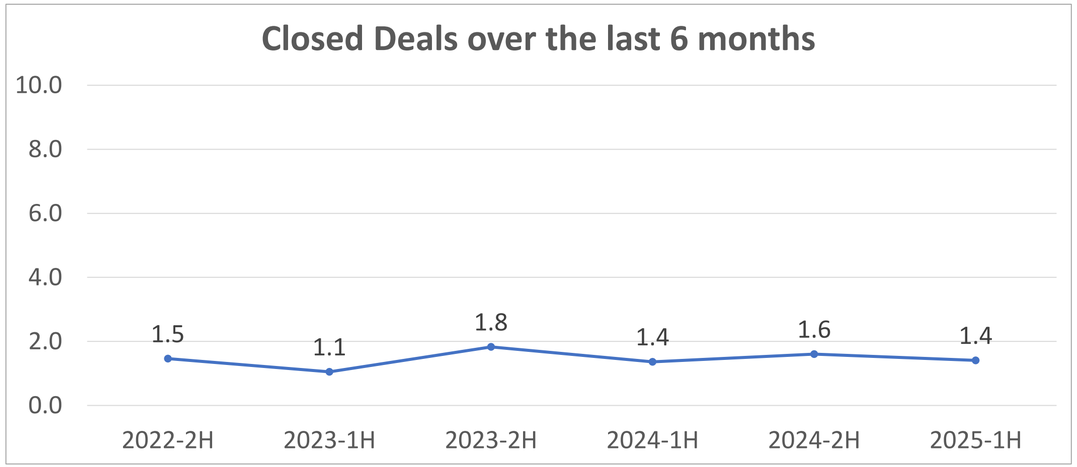
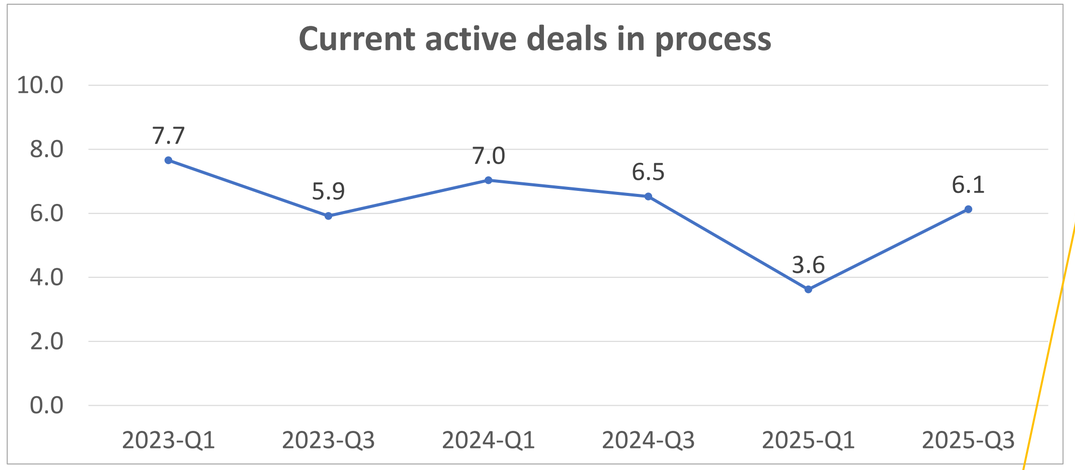
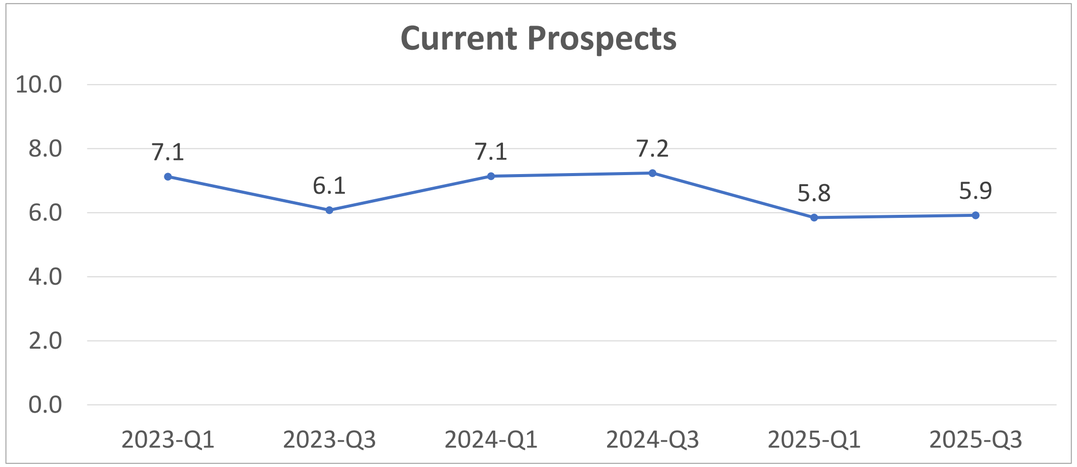
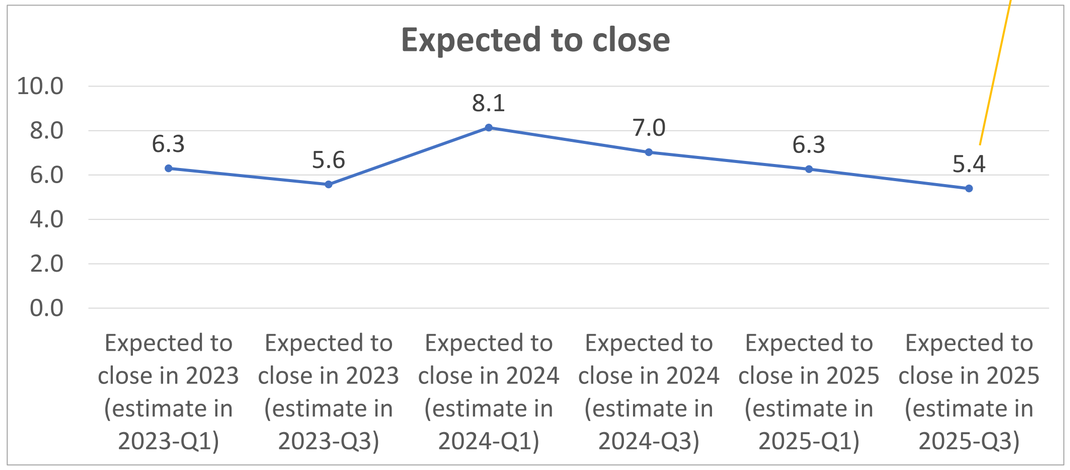
# How busy are Investment Banking firms?

*Broad activity by Investment Banks remains stable, but the expected # of Deal set to close per firm in 2025 is declining*



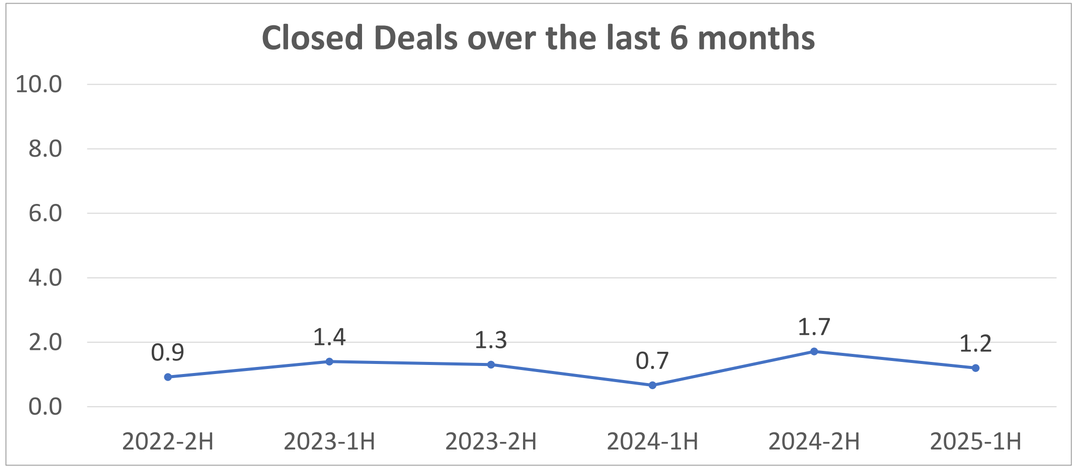



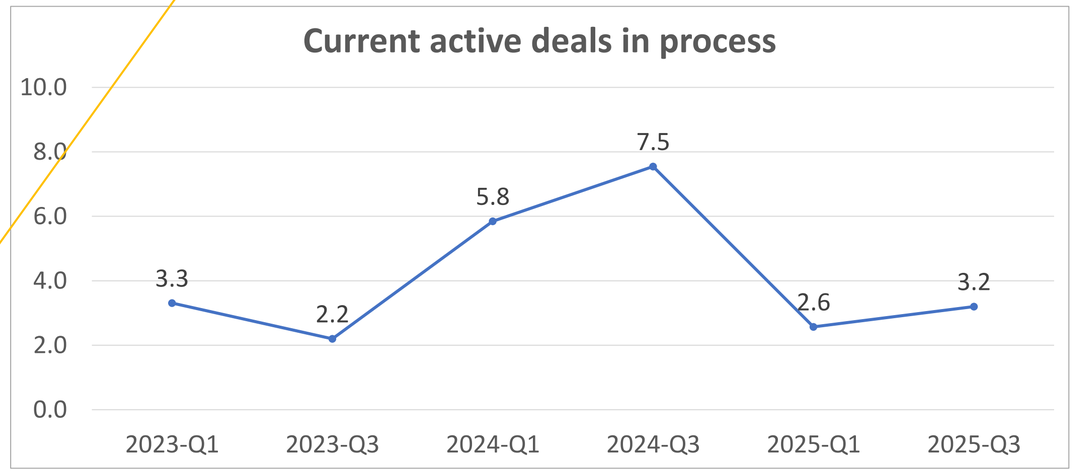



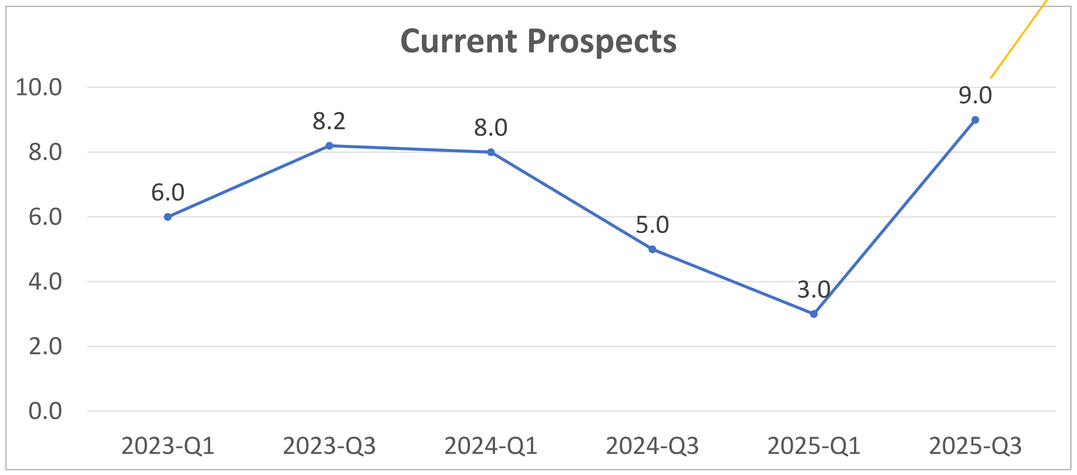



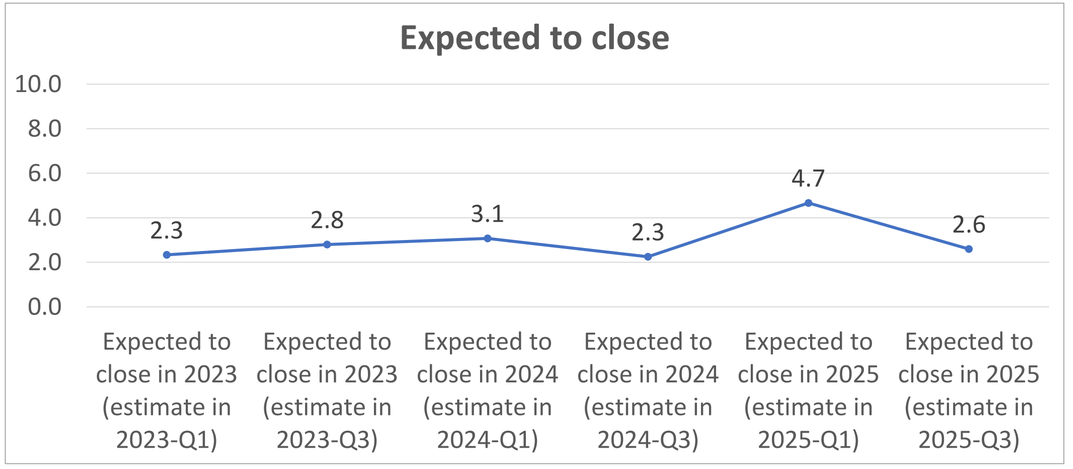
# How busy are Private Equity firms?

*Broad activity by Private Equity firms remains stable. They do have an historically high # of prospects currently.*

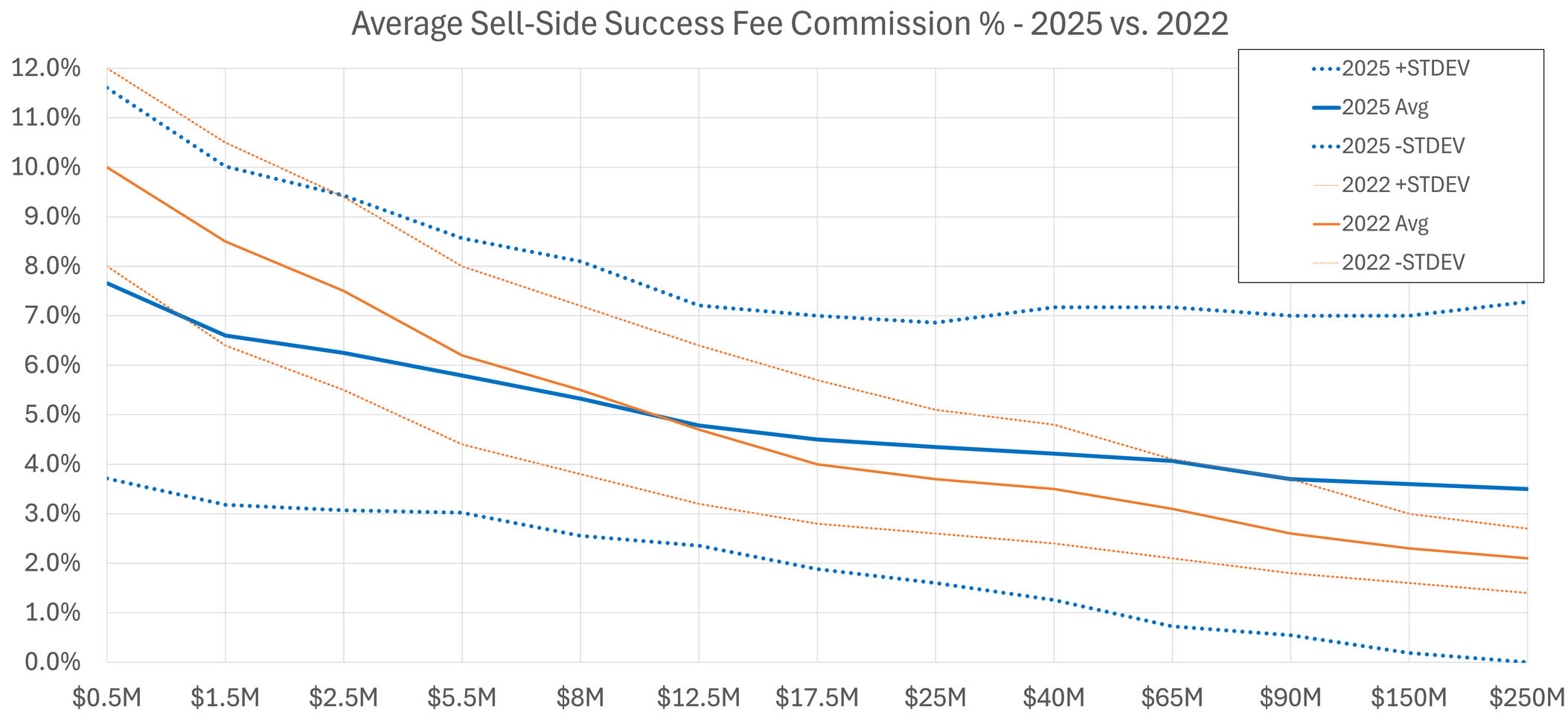


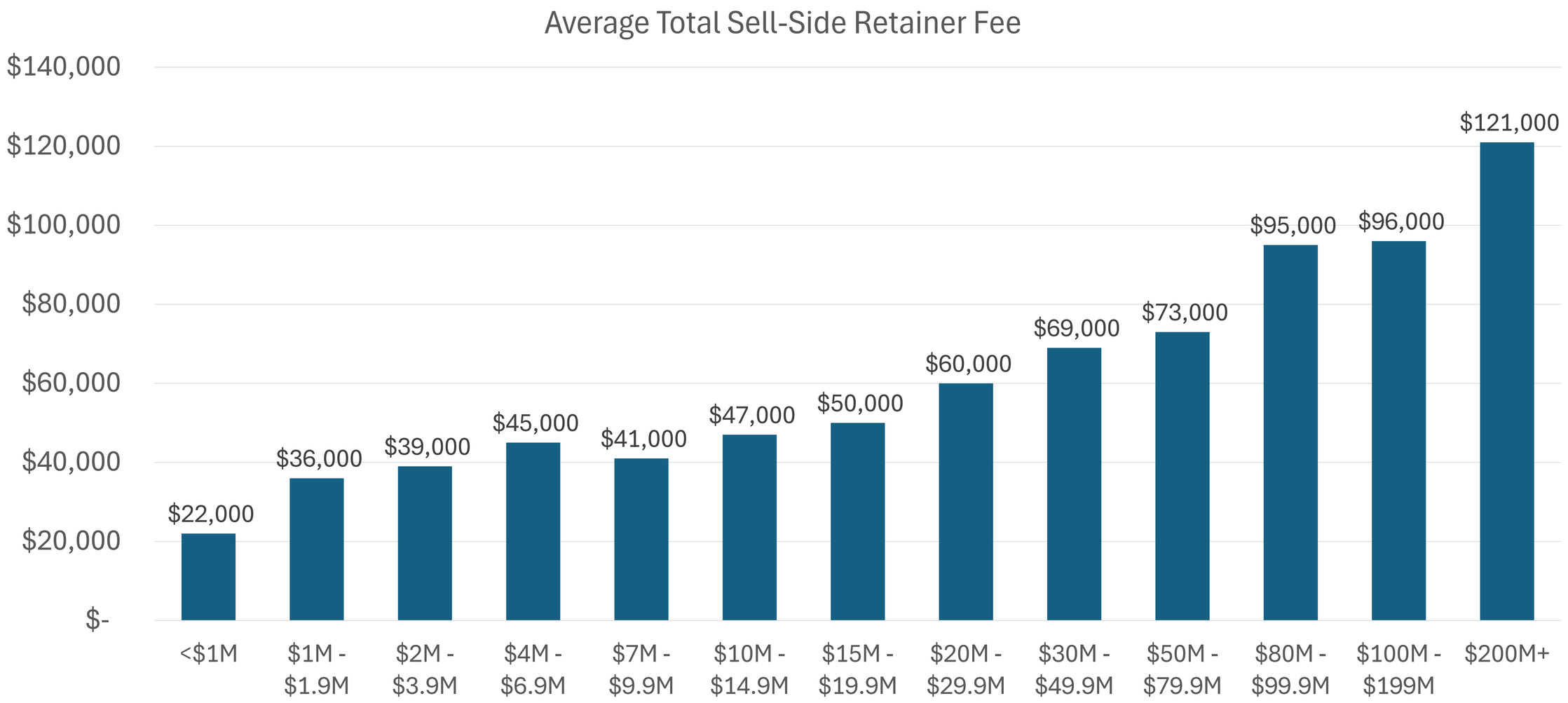



# Average Sell-Side Success Fee Commission % - 2025 vs. 2022



# Average Total Sell-Side Retainer Fee

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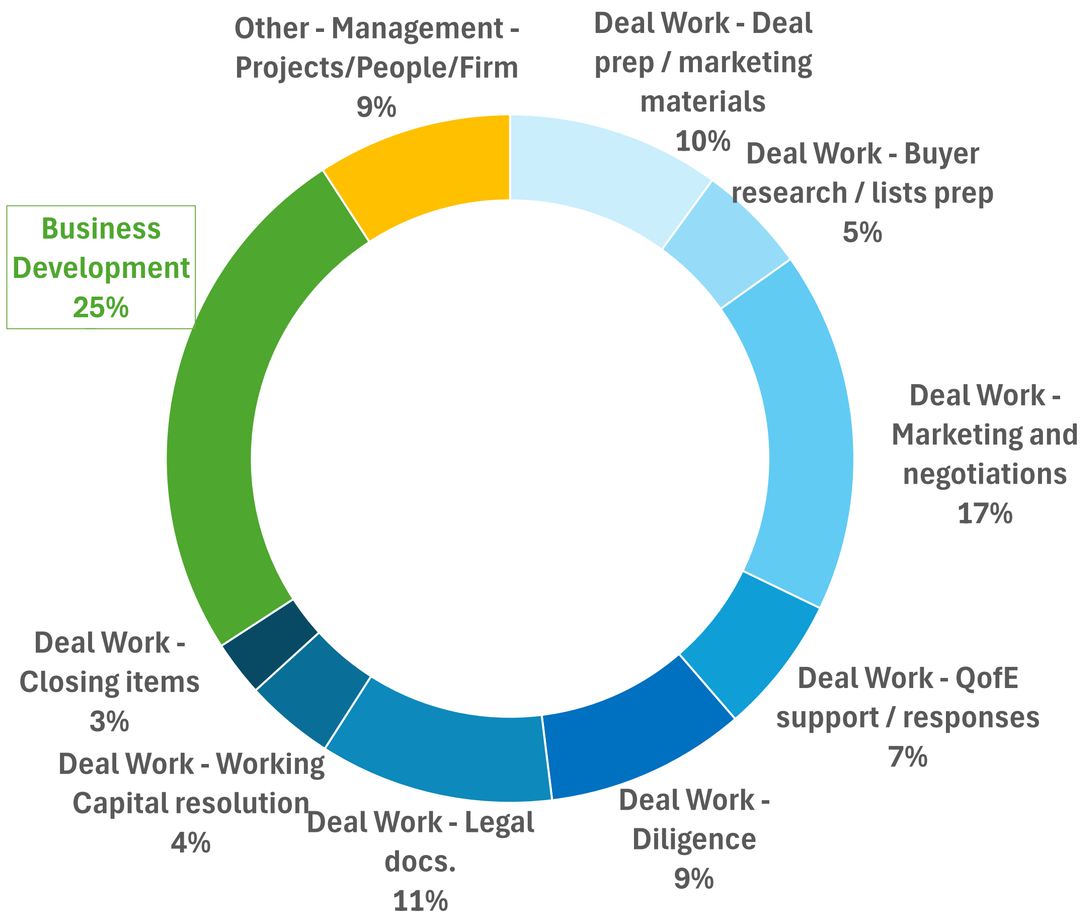
# Split between Deal Work and Business Development for Investment Bankers

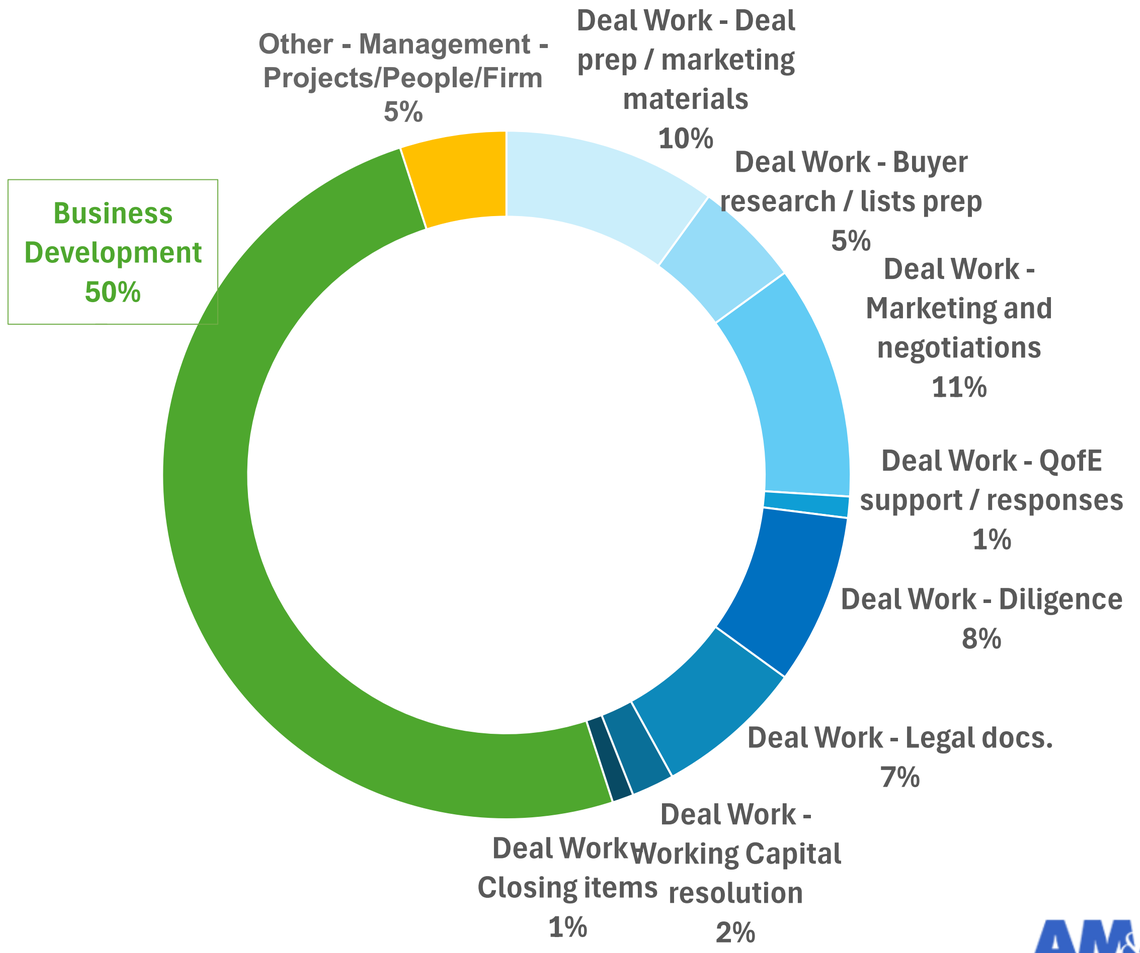
## Typical IB

66% Deal Work, 25% Bus. Dev.



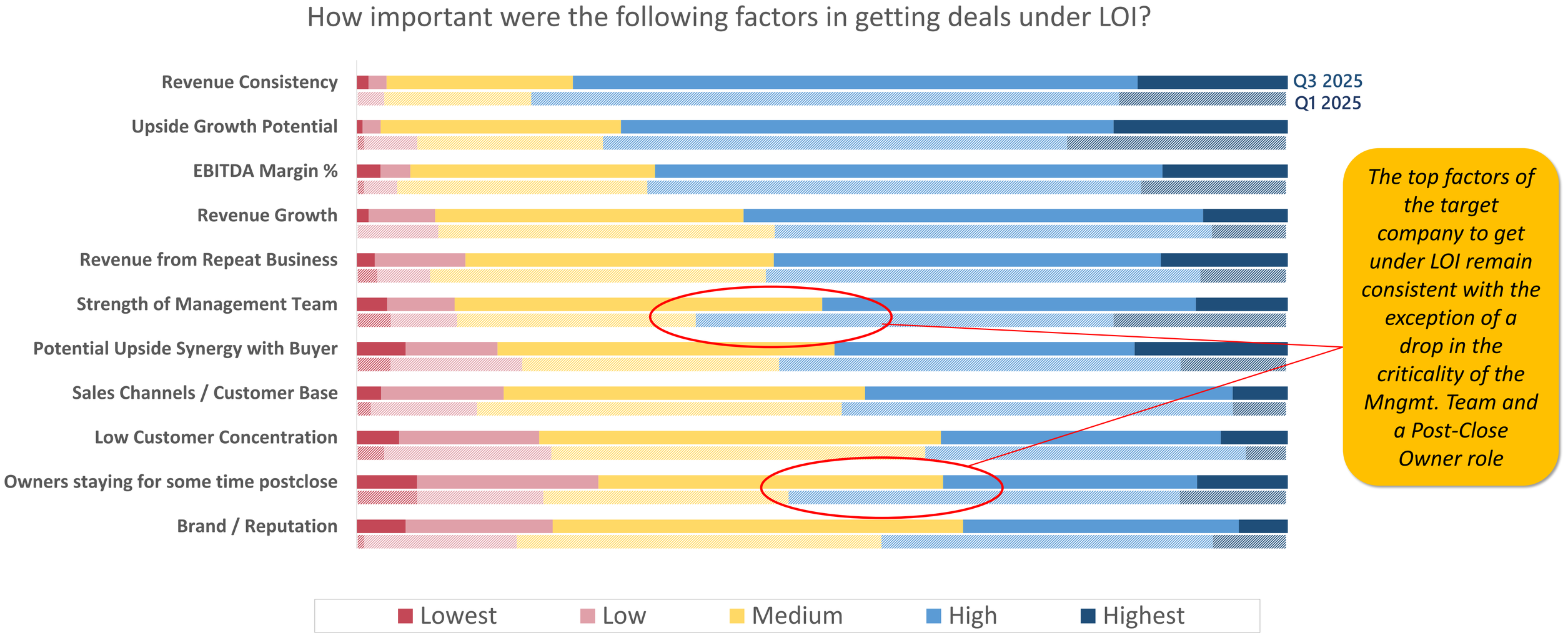

## Bus. Dev. IB

45% Deal Work, 50% Bus. Dev.



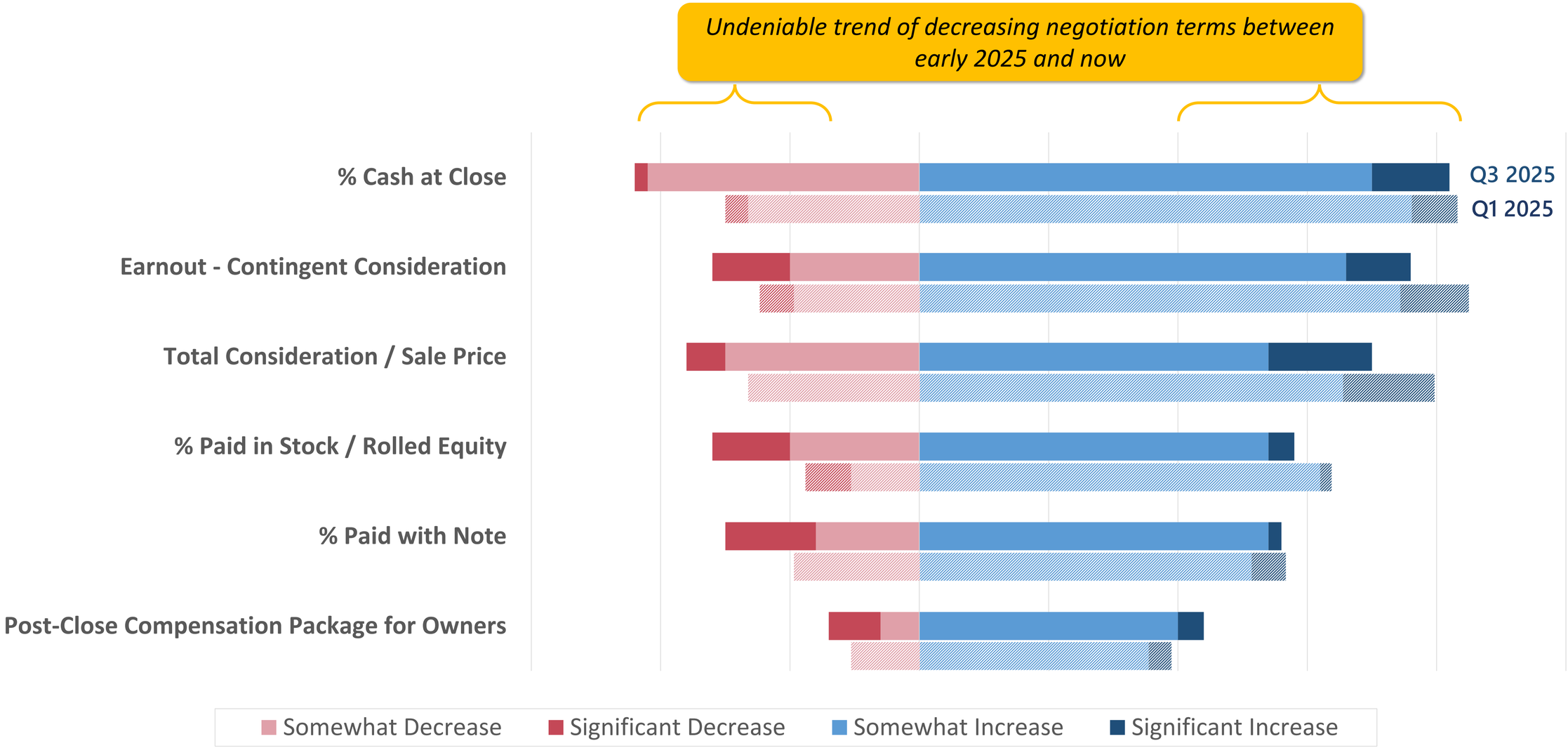
# Qualitative Survey Data

# How important were the following factors in getting deals under LOI?



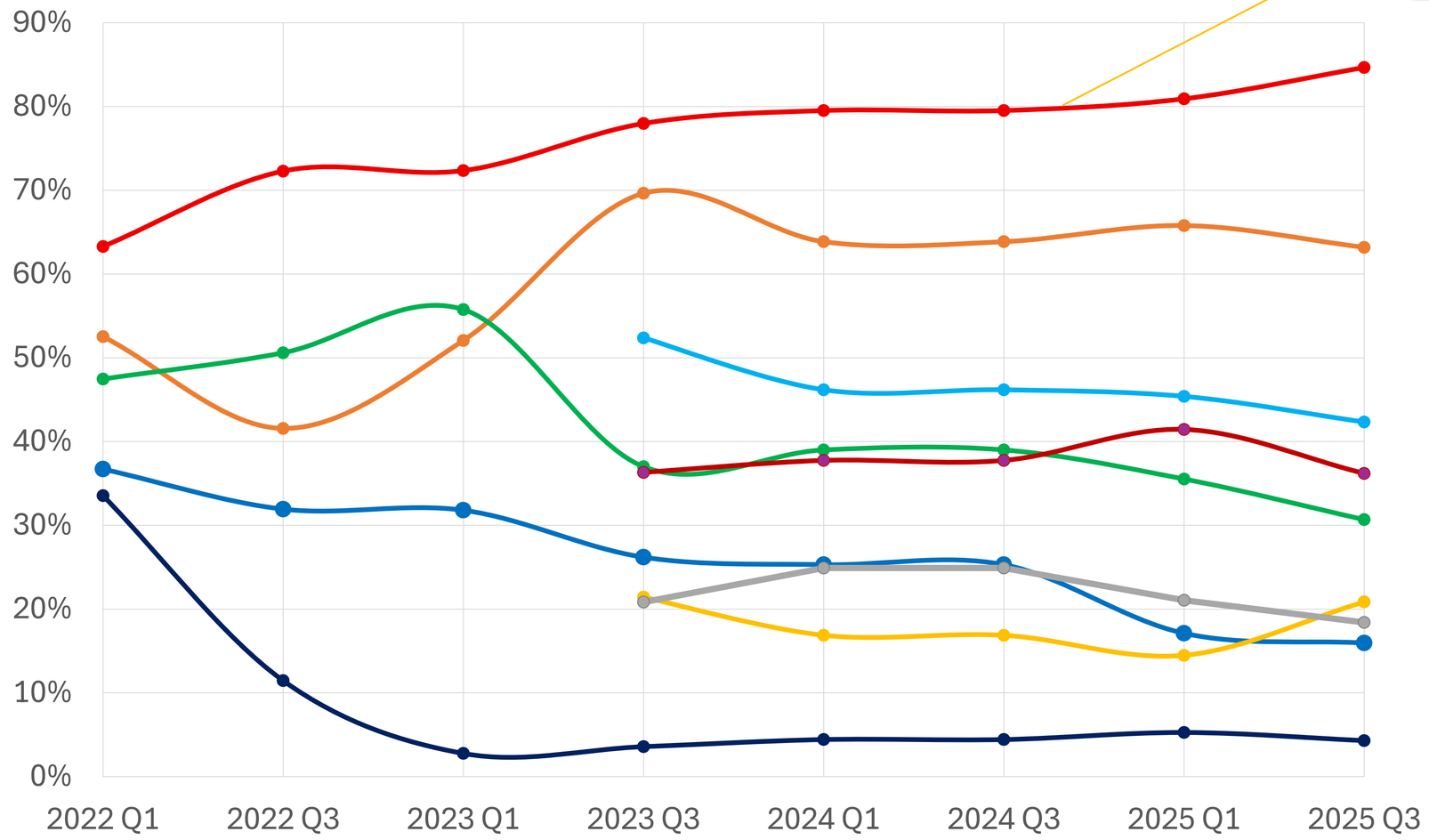

*The top factors of the target company to get under LOI remain consistent with the exception of a drop in the criticality of the Mngmt. Team and a Post-Close Owner role*

# What trends in negotiations were needed to get deals to close?



# Factors motivating sellers to sell

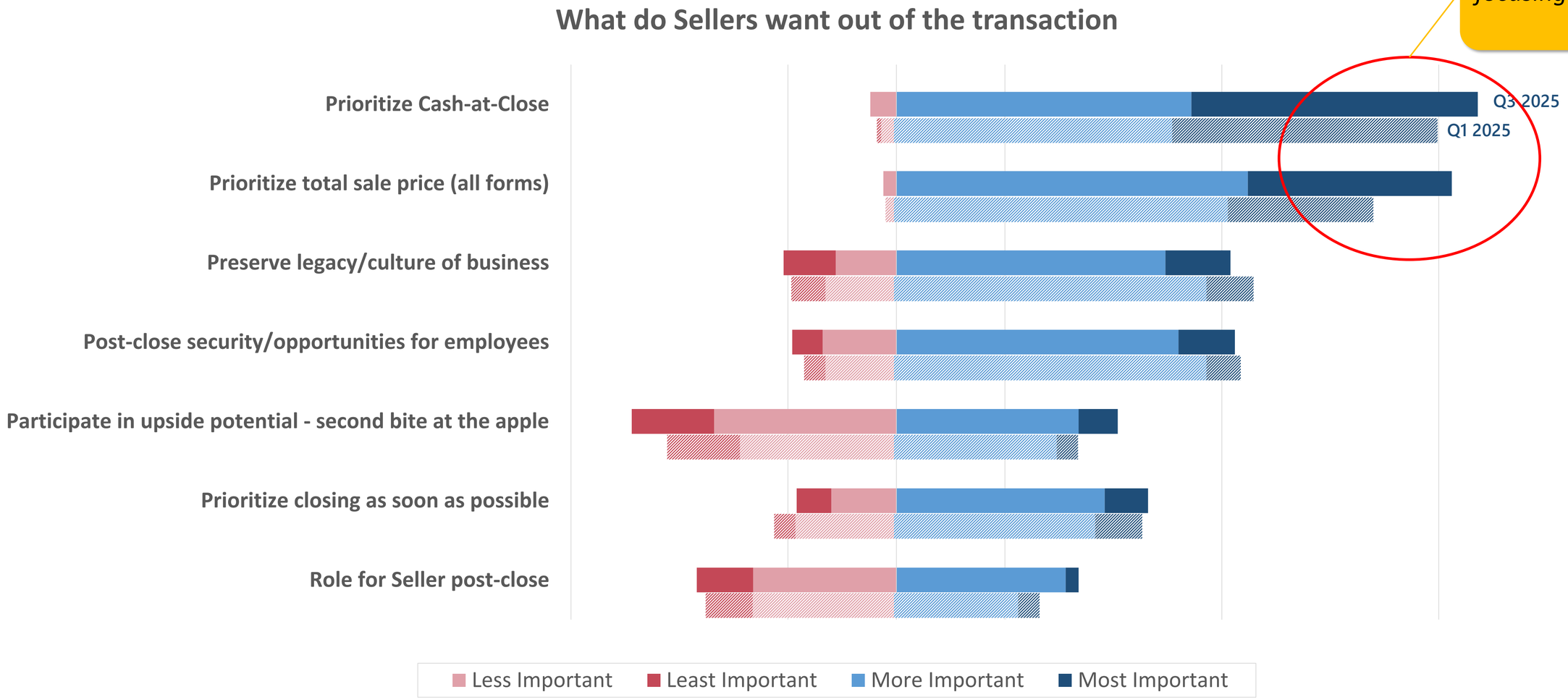
*The increasing age of Baby-Boomer owners continues to be the top factor driving sellers to sell*




- Age of owner(s) / Retirement
- Personal factors - health, family, etc.
- Personal financial factors - liquidity, security, diversification, etc.
- Burnout from running business
- Need capital partner to take company to next level
- Outlook of economy/business conditions
- Risk of missing M&A market window to sell
- Company performance/trajectory
- Anticipated tax law changes - impact on net proceeds

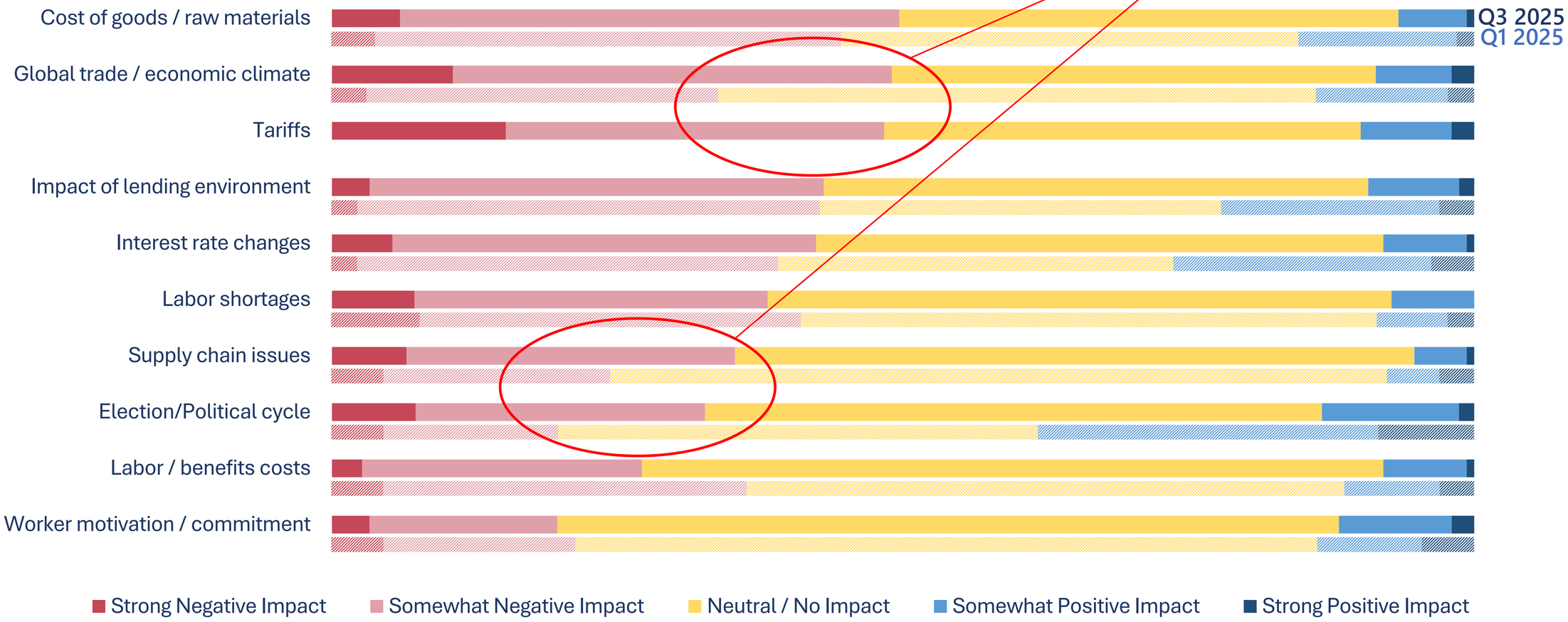
# Seller Transaction Goals

*Moderate trend of Sellers focusing more on the financial outcome*

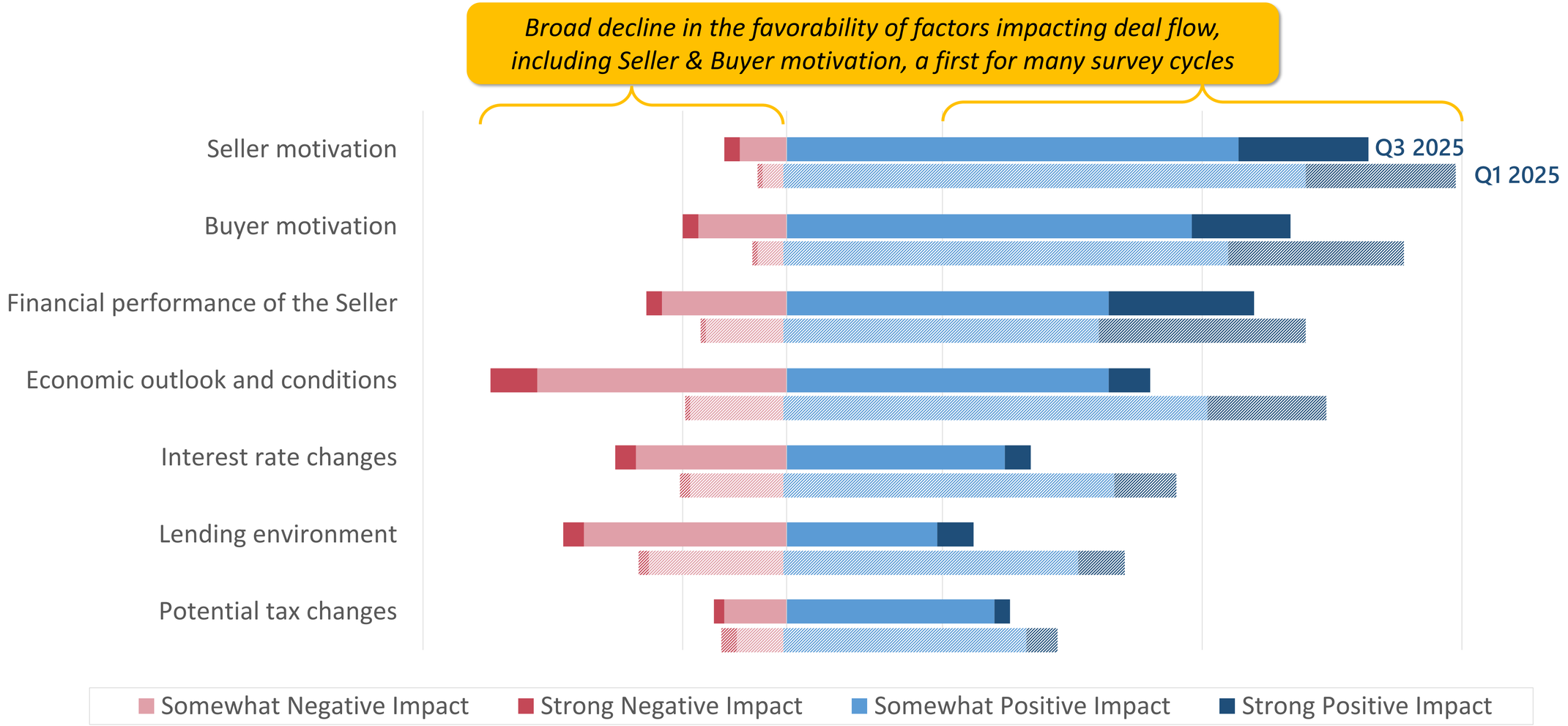


# How are your Active deal clients impacted by the following factors?

*Real negative impacts from trade policies, tariffs, supply chain disruptions, and political actions causing difficulty and uncertainty*

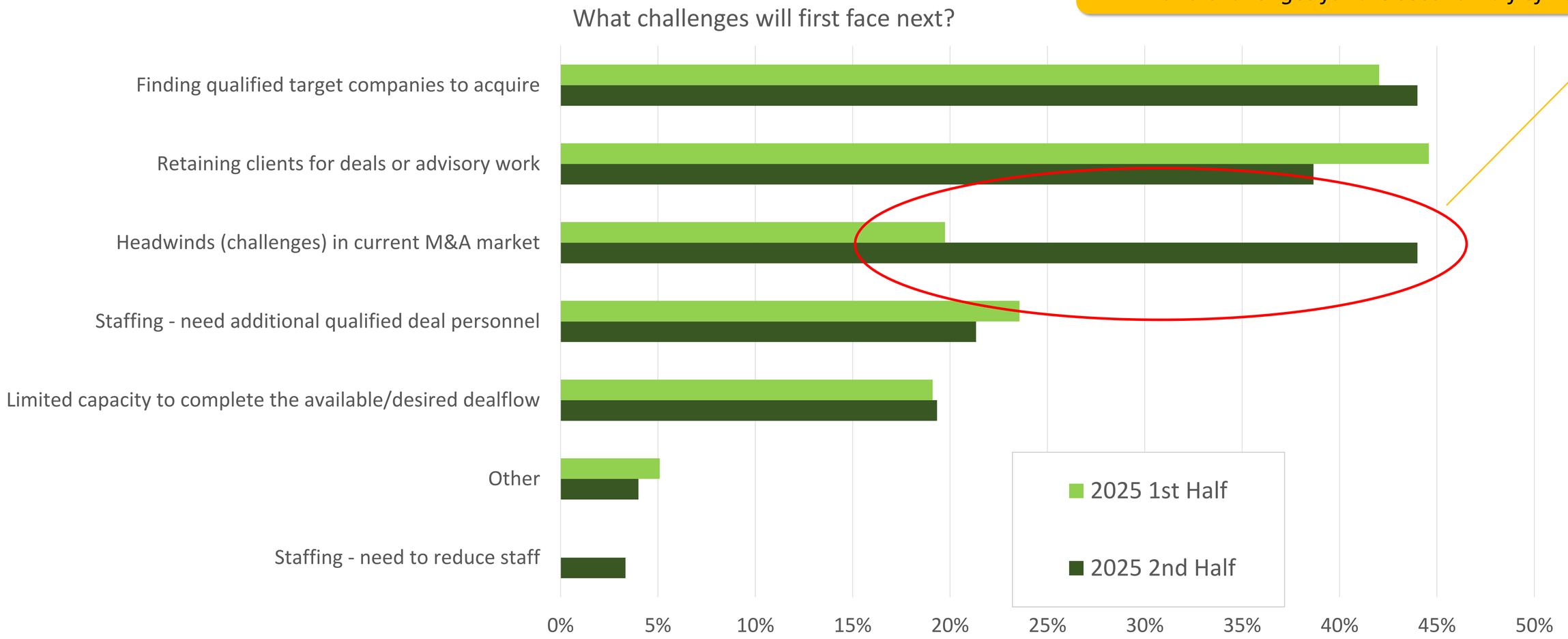


# Factors expected to impact dealflow



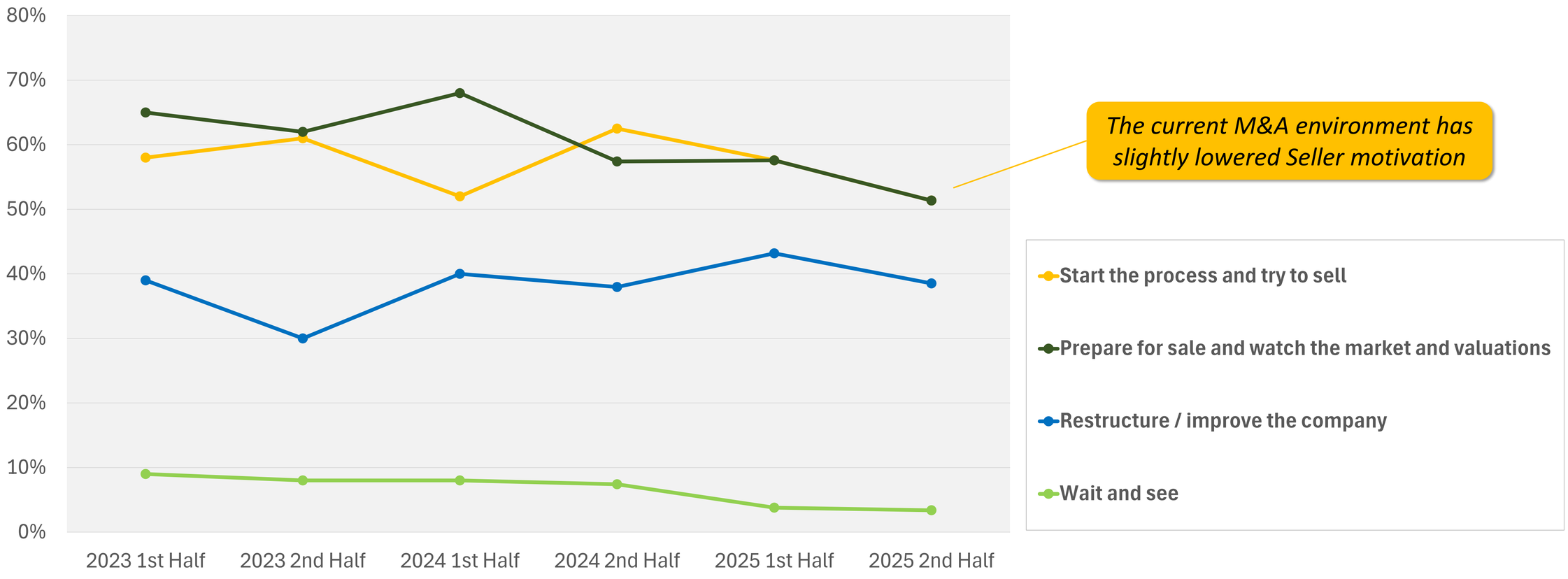
# Challenges for M&A in 2025

*Early tailwinds and optimism has turned to headwinds and challenges for the second-half of 2025*



# Advice to potential Sellers

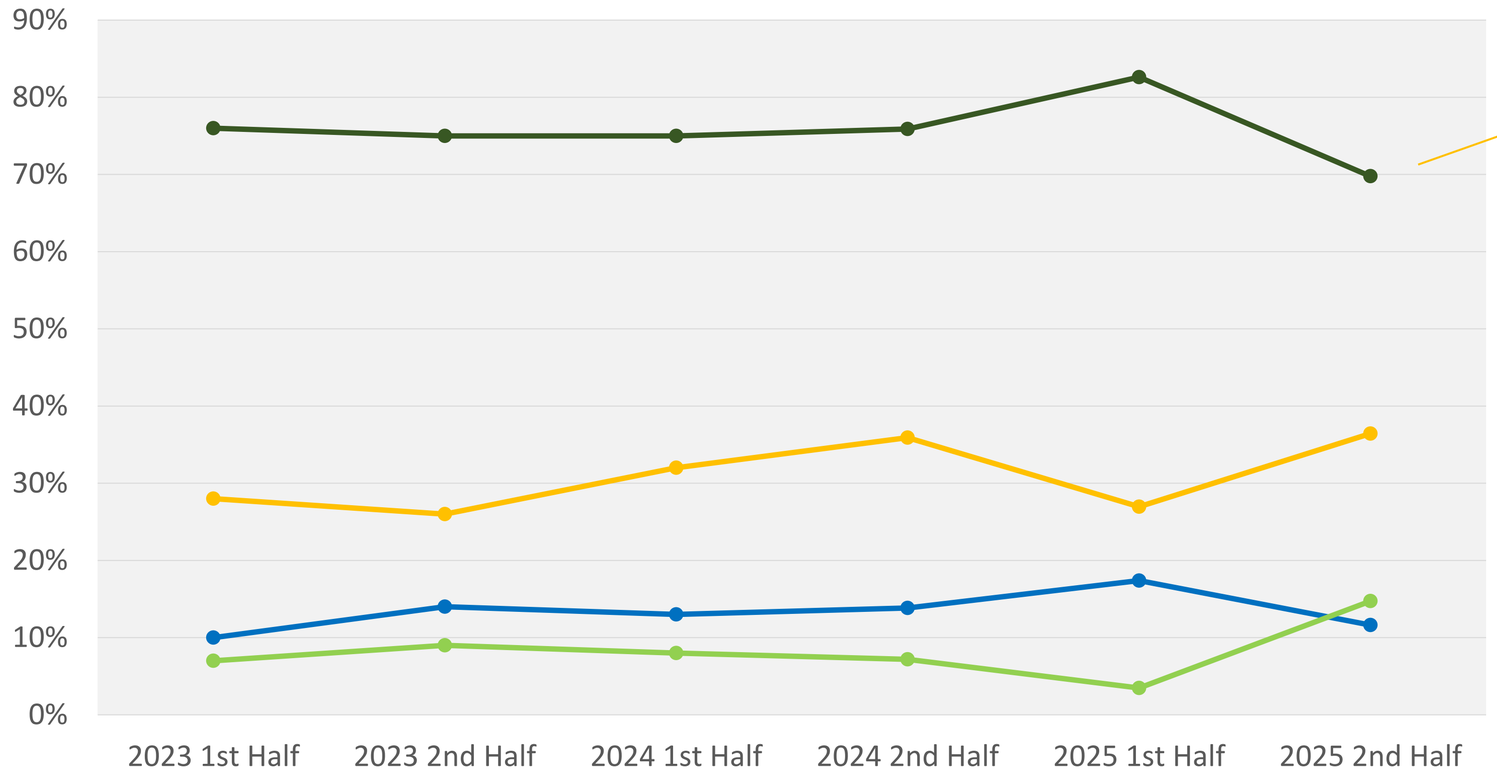
For Sell-side deal work, what advice is your firm giving prospective sellers who want to sell soon?




*The current M&A environment has slightly lowered Seller motivation*

# Advice pursed by Buyers

For Buy-side deal work, what are the main activities your firm is pursuing now?




*The current M&A environment has slightly lowered Buyer motivation, the first time in many survey cycles*

- Actively pursuing deal opportunities
- Passive evaluation / analysis of deal opportunities
- Restructure / improving existing portfolio companies
- Wait and see

# Key Take-Aways

- Optimism about deal volume and prices in early 2025 was dampened by the challenges and headwinds created by disruptive trade policy announcements in April
- Luckily, deal multiples have not declined substantially, preserving the market for sale transactions
- Half of owners who intended to go to market in the 1st half of 2025, postponed or withdrew their sale process
- The postponed deals above will likely lead to pent-up demand for new transactions in the coming quarters



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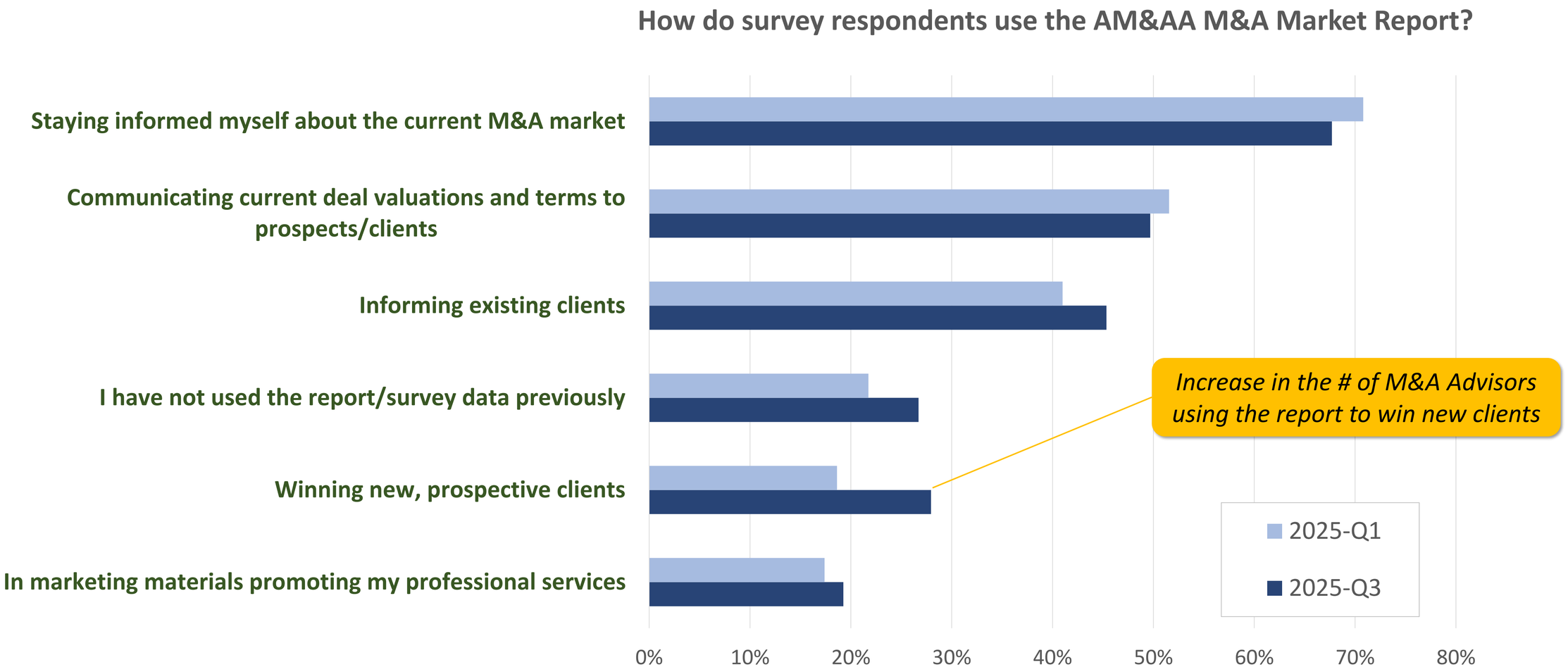
# Value of the AM&AA Market Survey Report



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# AM&AA Market Survey Report

Summer 2025