rejigg

Updated July 2026

What Owners Need to Know

Rejigg Mid-Year Insight Report: 2026

Learn about buyers and take a deep-dive into every aspect of the timeline: from listing your business to closing a deal.

— TIMELINE

Outreach starts fast, Letter of Intent (LOI) and deals take longer

Engagement usually begins about 1-2 weeks after your listing goes live, but formal offers take time. The entire process from listing your business to closing a deal takes about **5-7 months**.

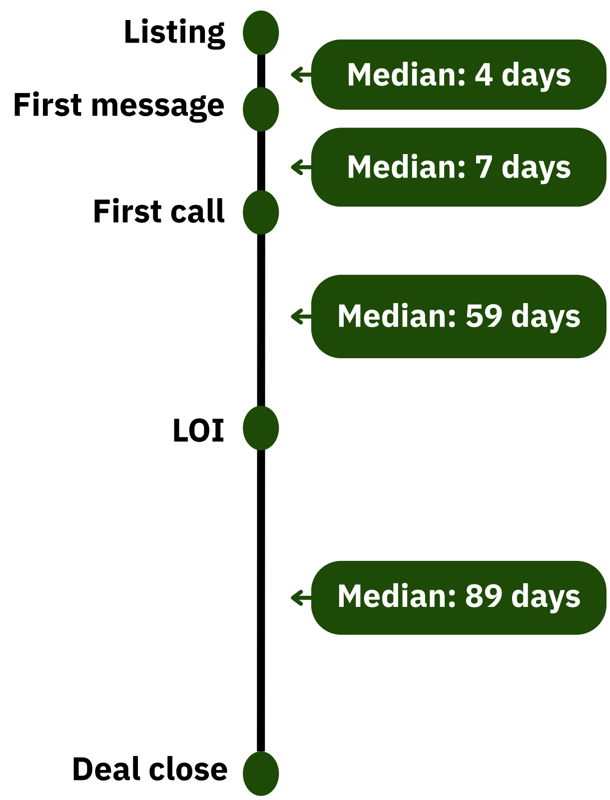
Listing: The day your business goes live on Rejigg

First message: The moment a buyer requests a conversation by sending a first pitch

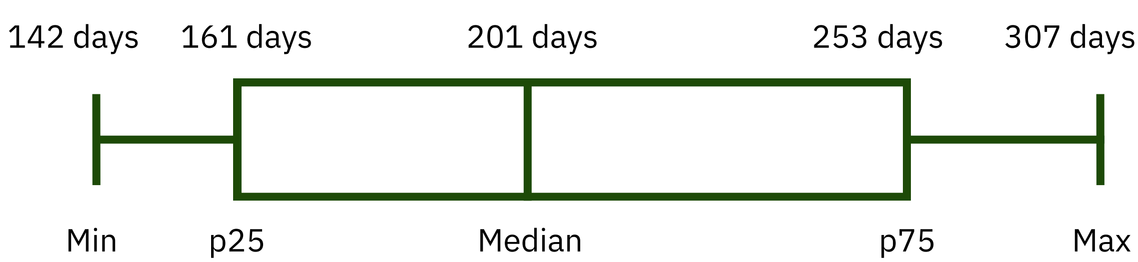
First call: Your first completed call with a buyer to answer questions about your business

LOI: A buyer submits an LOI and you choose to accept, decline, or negotiate

Deal close: Assuming all is well in due diligence, you close the deal



Full Time from Listing to Deal Close:

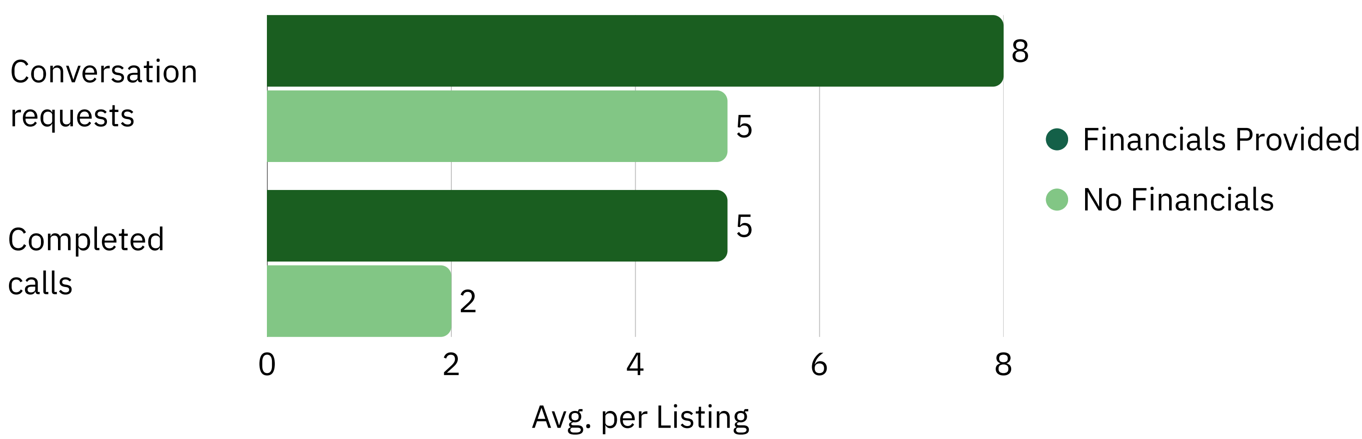


— LISTING

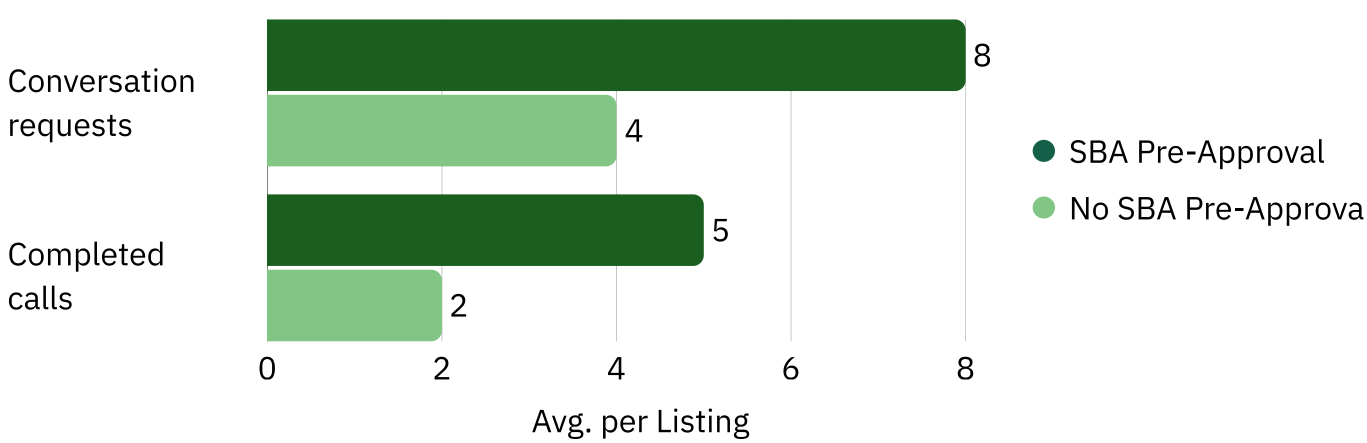
Businesses with proper financial documentation and SBA pre-approval receive higher engagement

When listing your business on Rejigg, proper financial documentation is a key first step while gaining SBA pre-approval[1] is an important follow-up. These steps increase conversation requests by **1.8x** and completed calls by **2.5x** respectively on average across listings.

Listings with Financial Documents vs. No Financial Documents



Listings with SBA Pre-Approval vs. No SBA Pre-Approval



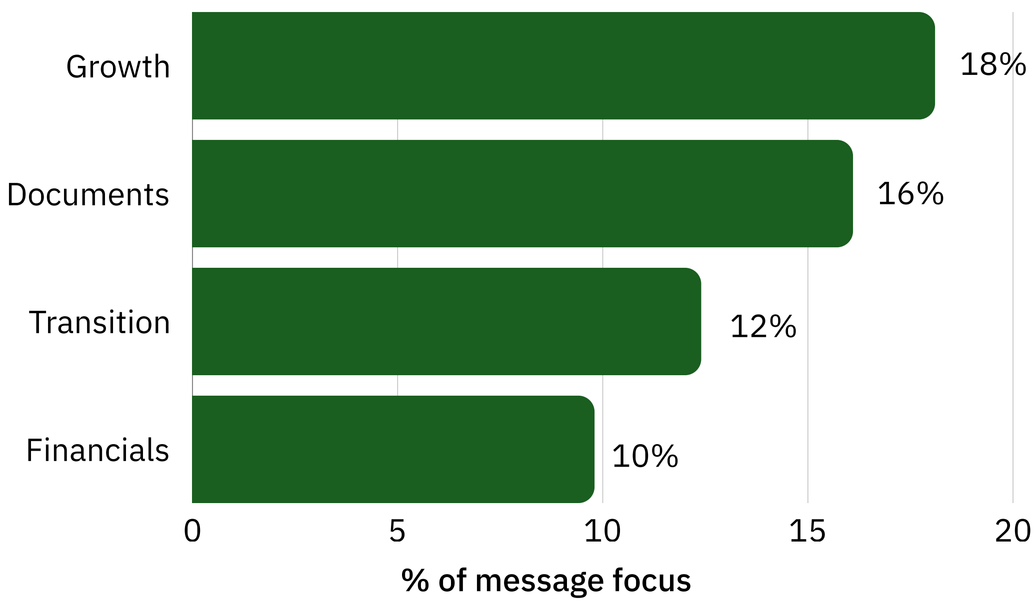
(1) Businesses with SBA pre-approval are those who have submitted approved initial loan term letters

— FIRST MESSAGE

Buyers focus on growth, documents, transition, and financials early

In first pitches and messages, buyers gravitate to a common set of topics. High-interest topics include growth opportunities, document access, transition period, and financials.

Popular topics raised in first messages



Growth: where the business can expand, owner's growth thesis

"Where do you see the biggest opportunity for growth? Has growth mostly been organic?"

Documents: document access, tax returns, data room, NDA, CIM

"Can you share the P&L and balance sheet? Do you have a CIM?"

Transition: knowledge transfer, training period, handoff

"What is your transition plan? How long are you willing to stay involved post-close?"

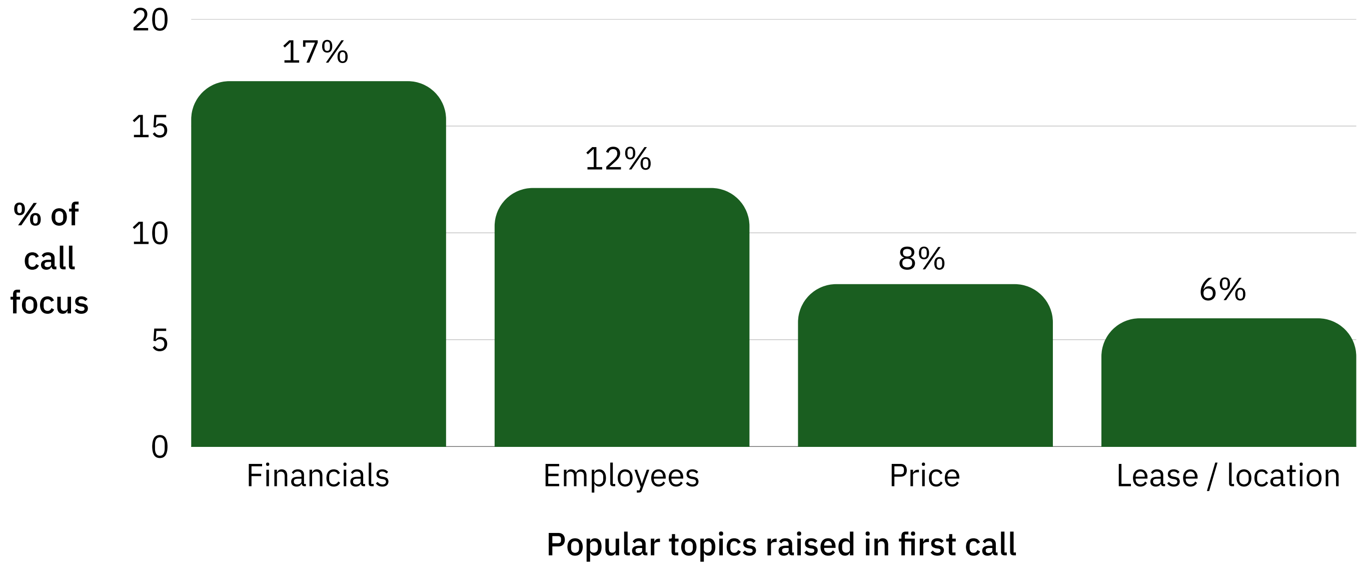
Financials: numbers, revenue, margin trajectory, growth drivers

"What percentage of revenue is recurring monthly? How have you grown revenue in the past?"

— FIRST CALL

First call topics shift toward deal mechanics and valuation

The first call is when you meet buyers for the first time and tell them more about your business. High-interest topics include financials, employees, price, and location.



Financials: numbers, revenue, margin trajectory, growth drivers

"What percentage of revenue is recurring monthly? How did you grow revenue?"

Employees: staff headcount, payroll, recruitment

"How many employees do you have and what are their roles?"

Price: price origin, seller financing willingness, structuring

"How did you arrive at the asking price? Are you open to seller financing?"

Lease / location: geography, fit, rent, relocation feasibility

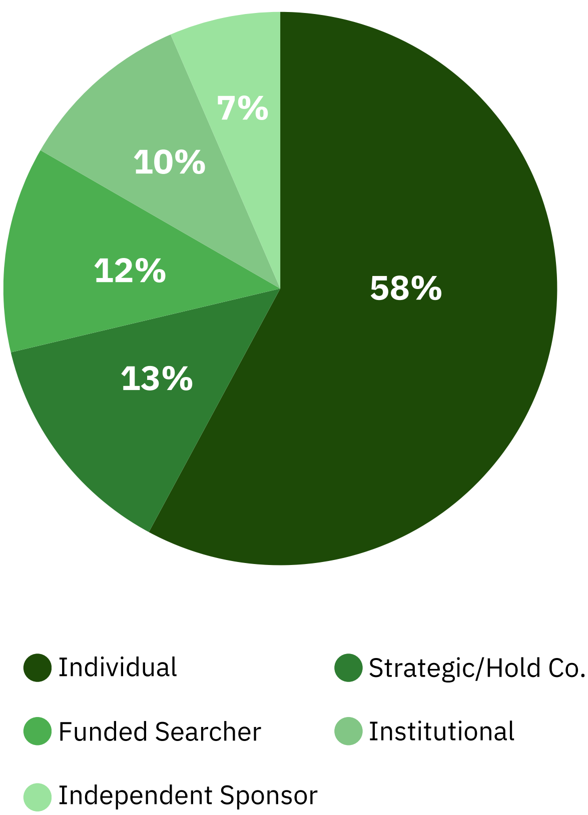
"What are the warehouse lease terms? Is this business open to relocation?"

— LOI

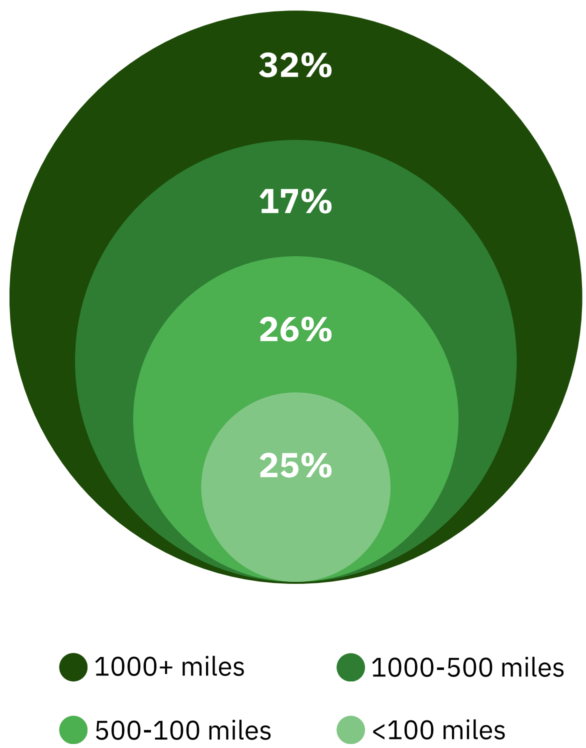
Buyers submit LOIs for businesses in all 50 states, with search funds leading submissions

Over **75%** of buyers have submitted LOIs over 100 miles from the business they want to acquire, showing a willingness to relocate.

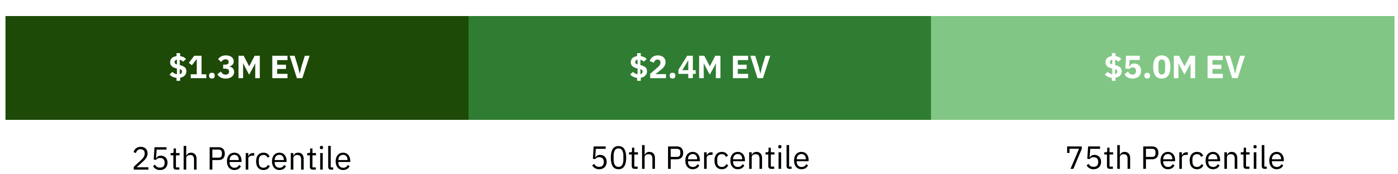
LOI Submissions by Buyer Type



LOI Submissions by Buyer Distance



Headline Submitted LOI Enterprise Values



— WHAT'S NEXT

Rejigg connects you to serious buyers and capital providers at no cost

Takeaways

- Meeting buyers is fast and free, but expect a deal to take 6+ months
  - The transaction process takes time; patience and consistency are key
- Upload your financials to the Rejigg data-room
  - Financials are the cornerstone of a good listing; keep them up to date
- Consider SBA pre-approval
  - Pre-approval is recommended to increase traffic to your listing
- Prepare for common message and call topics
  - Be prepared to talk about growth, documentation, and finances
- Buyers relocate for the right business
  - Buyers come from anywhere, so the right fit matters more than proximity

What Rejigg Offers

Free to Use
Free and no exclusivity required

Buyer-Led
Buyers make the first move

Full Toolkit
Tools to help with the entire process

Log in to Rejigg