Excendio Advisors Completes Survey of IT Business Founders Who Successfully Sold Their Companies

What IT Founders Learned from Selling Their Businesses

IT Founders Mergers & Acquisition Seller Survey

NEW YORK, NY, NY, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- Excendio Advisors, a specialized mergers and acquisitions advisory firm serving owners of lower-middle-market IT services and software companies, today announced the completion of a new survey examining the experiences of IT business founders who sold their companies during the past 23 years.

“Most M&A advice is written from the perspective of buyers, investors and advisors,” said Cristian Anastasiu, founder and managing partner of Excendio Advisors. “We wanted to hear directly from the founders who had actually lived through the process. Their answers provide an unusually candid look at what selling a business is really like - not only financially and strategically, but also personally and emotionally.”

> For most IT founders, selling a company is a once-in-a-lifetime event. You don't get a second attempt to get the preparation right”
>
> *Cristian Anastasiu*

Participants were asked about key aspects of the M&A process, including:

• Preparing the company for a transaction
• Determining the right time to sell
• Evaluating potential buyers, the importance of company culture
• Negotiating valuation and transaction terms
• Managing due diligence
• Preparing employees, customers, and family members for the transition
• Mistakes, misconceptions, and unexpected developments

- The role of M&A advisors, attorneys, accountants and other professionals
- Advice they would offer founders considering a transaction today

The survey was designed to capture candid, experience-based insights that are rarely reflected in valuation reports, transaction databases, or traditional M&A literature.

“A company sale is not simply a financial transaction,” Anastasiu said. “It is often the culmination of decades of work and may affect an owner’s employees, family, identity, and financial future. Our goal was to understand what sellers wish they had known before beginning the process.”

Excendio plans to publish the survey findings in forthcoming reports that will identify the most common lessons, surprises and recommendations shared by participating founders. Selected findings will also be featured in articles, presentations and educational materials for owners of IT services, software and technology-enabled businesses.

The findings will also examine whether seller perspectives have changed over time as the IT M&A market has evolved, including changes in private equity participation, buyer structures, due diligence expectations, transaction complexity, and the increasing importance of recurring revenue.

The completed research is intended to help founders prepare earlier, ask better questions, avoid preventable mistakes, and make more informed decisions before and during a transaction.

“Founders rarely get a second opportunity to sell the same company,” Anastasiu added. “Learning from those who have already gone through the process can help the next generation of sellers approach their transaction with greater clarity and confidence.”

The seller survey is part of Excendio’s broader effort to bring data, experience and founder perspectives together through ITechQUITY, the firm’s proprietary M&A intelligence platform. ITechQUITY tracks technology transactions, buyer criteria and market activity to help business owners make more informed decisions regarding timing, positioning and potential buyers.

The survey summary is available at IT Founders M&A Survey.

About Excendio Advisors
Excendio Advisors is a specialized mergers and acquisitions advisory firm serving owners of lower-middle-market IT services and software companies. The firm advises business owners on transaction preparation, valuation, positioning, buyer identification, negotiations, due diligence, and deal execution.
Excendio’s sector experience includes managed service providers, systems integrators, value-added resellers, digital transformation, IT consulting firms, cloud and cybersecurity providers, telecommunications specialists, and software companies.

Through its proprietary ITechQUITY platform, Excendio analyzes technology-sector transactions, buyers, market trends and business-owner data to provide clients with targeted, data-driven strategic advice.

For more information, visit www.excendio.com.

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