



Lindsay Restrepo and Ray Upton
AJ – Holdings, LLC
July 2025

Confidential Letter to Lenders

Dear Lender,

I'm reaching out on behalf of **AJ-Holdings, LLC**, a California-based acquisition firm focused on **buying and growing recurring-revenue SaaS businesses** in the \$300K to \$5MM range. We are preparing to close our first acquisition and are seeking a lender partner aligned with digital business investments and the cash-flow lending principles of the SBA 7(a) program.

What We Do

AJ-Holdings specializes in acquiring **capital-efficient, cash-flowing SaaS companies** with real users, real revenue, and high-margin recurring income. These businesses are typically sourced through trusted digital marketplaces like Flippa, Acquire.com, and MicroAcquire, and feature verifiable MRR, low churn, and profitable infrastructure.

Our acquisition model is focused on:

- **Monthly Recurring Revenue (MRR)** backed by Stripe, PayPal, or ChartMogul
- **High customer retention** and clear product-market fit
- **Low headcount** or owner-operator models with immediate transition plans
- **Clear serviceability** with 1.5x+ projected DSCR at closing

We bring operational expertise in UI/UX improvement, pricing strategy, SEO/content expansion, and automation all of which are designed to improve value without excessive reinvestment.

Why SBA is a Fit

We believe this acquisition is a strong candidate for SBA 7(a) financing due to:

- Recurring cash flow and audited digital revenue history
- Asset-light structure with low overhead and clear documentation
- U.S.-based ownership with a full-time operating commitment
- Established seller with full cooperation in transition planning
- Hybrid terms including seller carry and possible personal equity injection

We're exploring:

- Acquisition loans between \$350K and \$2MM
- 12–18 month interest-only repayment windows
- Financing backed by SaaS MRR or escrow-enforced contracts
- Optional structures: rev-share, equity kicker, or bridge facilities
- Potential for repeatable or revolving credit arrangements

**What We Offer**

- Clear borrower qualifications and business plan
- Acquisition model focused on cash-flow preservation
- Willingness to meet all SBA documentation, reporting, and collateral requirements
- Strategic advisors with deep experience in SaaS and financial operations

Next Steps

We would welcome the opportunity to speak with you about your SBA lending process, eligibility criteria, and documentation requirements.

We are ready to submit a full lender package, including:

- Executive Summary and Business Plan
- LOI and purchase structure
- Term sheet and projected DSCR
- Operating Agreement and Resume

Please let me know the best time for a brief introductory call.

Thank you for your time and consideration.

Warm regards,

Ray Upton

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AJ-holdings.com