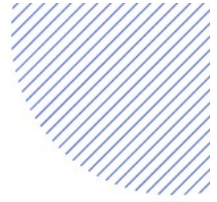
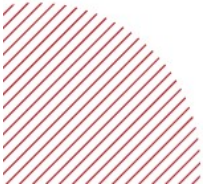


# Run this checklist before buying any SaaS tool

Important things to consider before buying a SaaS tool for your business



## ■ SaaS tool buying checklist



- This software solves an important problem and helps to grow my business.
- It will either save time or increase the revenue.
- If I am using a similar tool already, this has more value in pricing and features.
- Is there a free trial to check out the software's UI and features.
- If credit card information is needed for free trial, cancellation is easy within the trial period.
- The user interface and dashboard is easy to use with all the elements and icons clear to understand and navigate.
- If the company is in the early stages, there is a public roadmap and changelog documentation.

### Customer Support

- Live chat or email support is available. In case of email support, response time is less than 24 hours.
- The highest level that can be reached in case of a critical issue. Can the Founder or anyone at the top level be reached out for direct help?
- The support team is knowledgeable and willing to resolve the issues positively.
- There are detailed how-to documentation and tutorials available covering all the major features.
- Tutorial videos and support documentation are updated constantly in case of change in UI or updated features.

### Integrations

- All the necessary integrations that I currently need are available or in the roadmap to be released shortly.
- Zapier integration is available with all the essential triggers.
- More integrations are added frequently and the support team takes any specific requests for integration into consideration.

## Pricing

- Pricing plans are clear and defined with all the features defined properly.
- If there is a free plan, the limitations are properly listed.
- There are no hidden costs and if the tool if the plan has any limits, the support team will notify in advance to prevent surprise costs bump.
- If it is a WordPress based tool, the pricing is applicable for how many website licenses is clearly mentioned.

## Privacy

- There is a clearly defined privacy policy and terms of use listed in the website.
- The user data is stored in secured servers and there are essential recovery measures in place to avoid any user data leakage.
- The tool is GDPR compliant. Is there a Data Processing Agreement (DPA) in place.
- There has been no instance or history of security breaches in the past by the software provider.

## Lifetime deals

- Why is the company offering lifetime deal. If is it because they are a early stage SaaS startup, is it sure that this is the only instance they will be offering a lifetime deal.
- Have they offered a lifetime deal anywhere else before. If so, why are they offering it again.
- Is it a very small team consisting only of few co-founders? If so, do they have any plans to expand the team.
- The company is in good financial health and have detailed plans to generate revenue in the future to stay in the market and compete.
- Is the lifetime deal a custom one? If so, will there any special offers for early adopters for upgrading to general plans in the future.
- The features included in the deal and the pricing is well explained with no ambiguity.
- When new features are included in future, will it be available for everyone who purchased the lifetime deal.
- Check out the reviews of various SaaS tools @ <https://buildrealbusiness.com/>