

Our firm has met personally with the following private equity groups in the past year:

Azalea Capital	KLH Capital
B12 Capital Partners	Lead Capital Partners
Bounds Equity Partners	Long Trail Holdings
Brass Ring Capital	Main Street Capital Corporation
C3 Capital, LLC	Midwest Growth Partners
Capital Alignment Partners	Plexus Capital
Carousel Capital	PNC Mezzanine Capital
ClearLight Partners	Prospect Partners
Clover Capital Partners	Pulte Capital Partners
CVF Capital Partners	Rock Hill Capital
Diamond State Ventures	Rockwood Equity Partners
Evolve Capital	TGP Investments, LLC
Fourco Holdings	The Edgewater Funds
Gen Cap America, Inc.	Tonka Bay Equity Partners
Hamilton Robinson Capital Partners	Tregaron Capital
Harbour Group	Trinity Hunt Partners
Harren Equity Partners	Trinity Private Equity Group
Huron Capital	Union Capital Associates, LP
Insight Equity	



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WHAT IS Private Equity?

Private equity investors (also called financial sponsors or buy-out firms) invest in non-public companies and typically hold their investments with the intent of realizing a return within 3 to 7 years. Private equity has literally \$billions to invest each year.

While private equity firms employ various strategies to create value in their investments (such as the consolidation of a fragmented industry), a common strategy is to acquire a “platform” company and grow the platform through further “add-on” acquisitions. Add-on acquisitions are typically smaller in size, but complementary to, the platform investment.

WHY Private Equity?

- Private Equity Groups (PEGs) are disciplined buyers & familiar with the M&A process
- “Portfolio” or “Platform” companies owned by PEGs can become strategic acquirers
- “Add-on” companies are smaller in size with EBITDA often under \$1 million and PEGs will often pay higher multiples for such companies
- PEGs are experienced buyers with funds and lenders in place, assuring that transactions will be consummated in the agreed upon timeframe
- PEGs can be an excellent partner who can help you grow the business for a sale in the future
- PEGs can also be the solution where additional capital is needed for family succession plans or management buyouts.

WHAT YOU NEED TO KNOW about Our Firm and Private Equity

Our firm has developed personal relationships over the years with private equity groups (PEGs) around the country through The M&A Source’s bi-annual Dealmakers Expo.

This event has a time and cost effective concentration of PEGs in one room that allows us to discuss engagements and learn more about the interests and cultures of various PEG’s.

Because of this important knowledge, and our personal relationship cultivated over time, we can arrange a pre-marketing analysis and meetings with appropriate PEGs to preview your business, provide feedback and possibly even sell it without exposing it to the market.

Private equity groups are not created equal! It is important to partner with a firm that knows the ins and outs and can market your company to the PEGs appropriate to your situation.

