

# Successful Partnerships, Built On Trust

For private business owners and executives, making a business transition can often be one of the most important—and stressful—decisions you’ve ever considered. After all, you’ve spent years, or even decades, putting your heart, soul and sweat into making the business a success. As a result, it’s not surprising that the thought of adding a private equity partner might be met with some trepidation.



## Reasons To Seek A Private Equity Partner

However, the reality is, adding a private equity partner can often be the catalyst your business needs to reach new levels of growth and success. In fact, working with an investment partner can often be:

- The most viable method of expanding your business or acquiring a competitor
- A sound way for an owner to realize some liquidity while maintaining some ownership—a double win for those who believe in their company’s future, but don’t want to face all of the risk alone
- An ideal way to overcome succession challenges and provide ownership to management, family members or other successors
- The most viable way to ensure your company isn’t left behind during an economic phase where many industries are experiencing rapid consolidation



## A Different Kind of Private Equity Firm

It was thinking about owners and executives like you that drove us to create Owner Resource Group in 2008. Today, our guiding belief remains the same: you deserve a better way of finding and working with the capital partner most able to help you achieve your goals and grow your business.

But that’s just the start of how we’re different. Unlike many of our competitors that rely on intermediaries to bring them “deals,” we proactively build direct, personal and long-term relationships with business owners and executives like you. We do this so that when you’re ready for a capital partner, you already have a relationship with one—a company that already shares your values and deeply understands your business and industry.

Over the years, we’ve invested in organizations of many shapes and sizes. However, to ensure we bring the most value and expertise to our Partner Companies, we focus exclusively on businesses with these characteristics:

**Industries:** Manufacturing, Distribution and Business Services

**Size:** EBITDA greater than \$5 million

**Motivations:** Businesses in transition or looking for a growth partner; Owners hoping to achieve a full or partial exit; Management teams hoping to establish or increase their ownership in a business.

## A Successful Transaction is Just The Beginning

The most successful transactions occur when there is mutual trust between the two parties. To ensure this occurs, we work directly with you to complete a transaction as efficiently and with as much discretion as possible. Guided by your unique objectives, we will work together to structure a partnership and develop a long-term strategy that ensures a superior outcome for you and your business.

Once completed, our interests stay aligned with existing management to fully support the company's culture and values while accelerating the growth of the business in a disciplined manner. Most importantly, we take a long-term view, always striving to be a valuable and dependable resource to your business in the following ways:



**Strategic Planning:** After the investment, we'll collaboratively develop and execute a strategic plan and contribute our corporate finance expertise to best position your company for continued growth.



**Going Beyond Capital:** We've spent years proactively building and maintaining relationships with hundreds of businesses, so we are uniquely capable of providing you an introduction to your next customer, supplier or strategic acquisition.



**Shared Ownership:** No one knows your business and industry better than the people running the company, so we make them our partners in every investment. Simply put, our goal is for everyone to share in the financial results of our collaborative success.



**Positioning the Company for Growth:** We believe that the best use of cash flow is funding growth. To that end, we seek to ensure that our Partner companies can support their growth objectives, and therefore will not overburden them with debt. Instead, we invest in people, product lines, facilities and acquisitions to make your business stronger—both during and after your involvement with us.

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### OUR VALUES

**Trust:** We understand that trust is earned, so we often spend years getting to know owners and management teams before making an investment in a business.

**Transparency:** No private equity black box here. Our approach is predicated on forthright and honest communication, alignment of interests, and a patient, discrete approach.

**Collaboration:** Your goals are unique and your business is your legacy, your baby and your greatest asset. So, we listen to what you want to accomplish and work directly with you to ensure that our investment achieves the goals you've communicated to us.

**Flexibility:** One size does not fit all, so we adapt to you. We structured our firm, our culture and our capital to be nimble and flexible so that we can configure an investment specifically to fit your goals, your business, and your people.

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## ORG:

### The Private Equity Partner That's Aligned with your Goals and Objectives

For many privately-owned companies, a successful transition can be the essential step your business needs to grow and prosper for years to come. To ensure an outcome that meets your specific goals and objectives, make sure you find the partner that's focused on YOU.

To learn more about Owner Resource Group and our unique investment approach, visit [www.orgroup.com](http://www.orgroup.com) today.