



GENERATIONAL GROUP

**A leading, full-service business advisory firm
for privately-held businesses.**

—

We deliver a comprehensive process that has helped thousands of owners successfully grow, exit and protect their legacy. We guide clients through the entire M&A process, from evaluation and growth strategies to negotiations and deal structuring.

Our purpose and passion is to help you create a legacy that will last for generations.



GENERATIONAL
GROUP

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Generational serves their clients by helping them both define and discover the life they want for themselves and their loved ones. And, in every relationship we engage, we do so with our Core Values in mind.

This is the Generational way.

A stylized, handwritten signature in blue ink that reads "Ryan L. Binkley". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Ryan Binkley
President & CEO



OUR CORE VALUES

What guides us.

We get to know our clients personally, forming a relational bond that is reflected in the level of care and attention that goes into each and every service we provide. Our clients' needs and goals are at the heart of everything we do.

▶ **GOLDEN RULE**

RESPECT. LOVE. STEWARDSHIP.

We earn trust from our clients and one another by showing the same respect and responsible stewardship we would want for ourselves.

▶ **UNITY**

PEOPLE. HARMONY. TEAMWORK.

We recognize the value, benefits and positive results for our clients that can only come from working in harmony toward a single goal.

▶ **INTEGRITY**

TRUST. TRANSPARENCY. TRUTH.

We firmly adhere to a strong, moral code of ethics that guides every decision we make on behalf of our associates and our clients.

▶ **DILIGENCE**

**PERSISTENCE. COMMITMENT.
DEDICATION.**

We are an earnest and persistent team, dedicated to delivering the very best result for each and every client whom we serve.

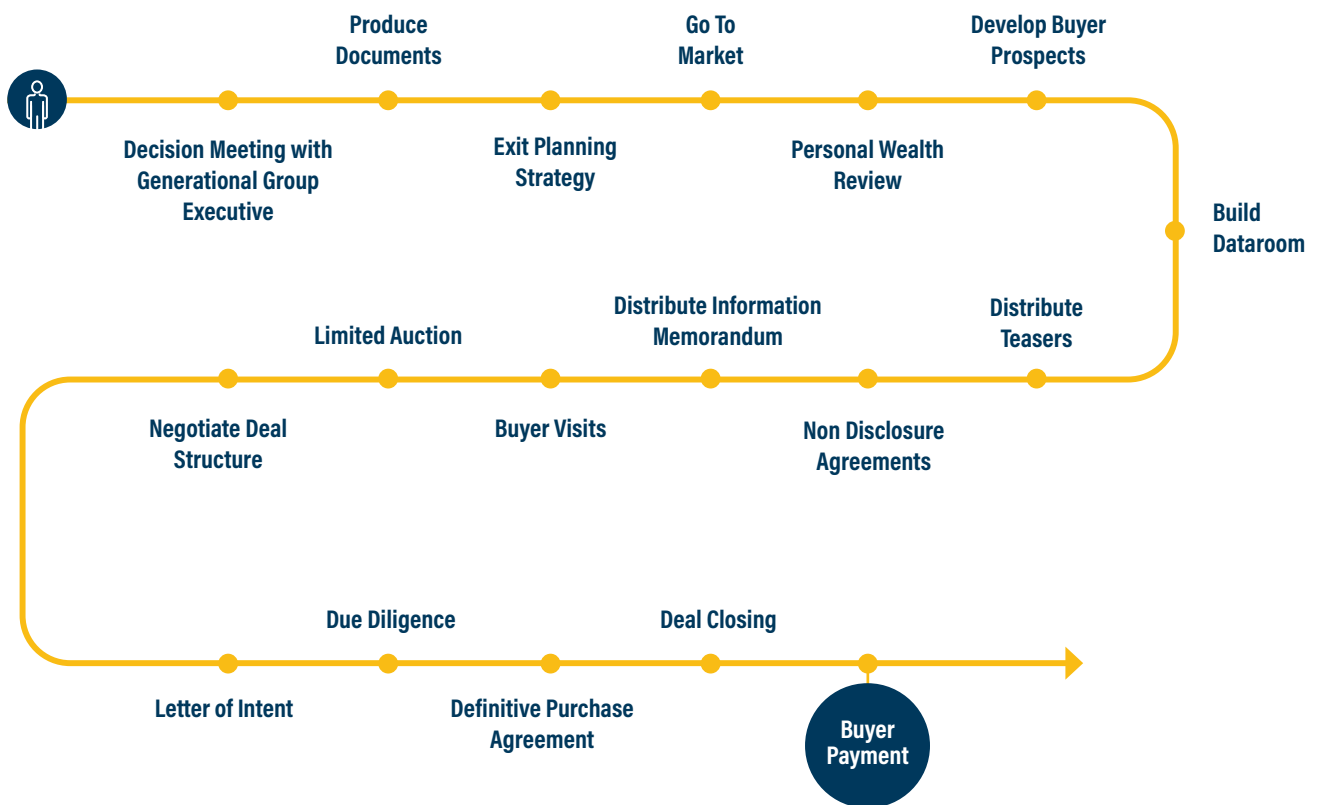
▶ **EXCELLENCE**

SKILL. ACCOUNTABILITY. RESULTS.

We believe in consistency, quality and in the extra effort to be outstanding in all of our dealings, both business and personal.

WE ARE PROCESS SPECIALISTS

The Generational M&A process is designed to protect, prepare and guide clients along the path to exiting for maximum value. It also ensures client confidentiality while achieving maximum exposure, increasing the likelihood of attracting the right buyers.



We care about our clients, their business, and their aspirations. Our seasoned team of M&A professionals will guide you through every stage of the selling process. From strategic growth planning to buyer-readiness, right through to the sale – we provide you with a wealth of knowledge and experience that ensures you achieve your transaction goals.

Big Bank Capabilities *with* Boutique Focus and Flexibility

GENERATIONAL GROUP		
BOUTIQUES		"BULGE BRACKET" BANKS
TRADITIONAL STRENGTHS <ul style="list-style-type: none">Industry-focusedAll company sizesFlexible	M&A EXPERIENCE Top 10 M&A advisor in the U.S.*	TRADITIONAL STRENGTHS Capital markets capabilities <ul style="list-style-type: none">Global connectivityAccess to capitalResearchResource depth
TYPICAL WEAKNESSES <ul style="list-style-type: none">Capital markets capabilitiesGlobal connectivityAccess to capitalResearchResource depth	FOOTPRINT 16 offices across North America	TYPICAL WEAKNESSES <ul style="list-style-type: none">Only "large" companiesLack of flexibilityConflictsVarying levels of talent
	RESOURCES 250+ M&A professionals	
	AGILITY Speed, flexibility, and capability	
	ACCESS TO CAPITAL Relationships with over 25,000 buyers	
	CULTURE Client-centric, guided by core values, purpose-driven	



GENERATIONAL
GROUP

* Ranking is according to LSEG 2023 reporting of financial advisors



SELL SMART.

When you work with Generational, growing and selling a business means owning your future. Our experienced M&A professionals help privately held business owners build their business valuation and exit their company at the right time for the optimal price.

How and when you sell your business determines your legacy – you owe it to yourself to be ready for when that day comes.

M&A SERVICES

Generational helps privately held business owners successfully **grow and exit for maximum value.**

As a leading middle-market investment bank, we deliver a comprehensive process that helps privately-held business owners successfully exit their business. The Generational suite of advisory services includes Strategic Growth Consulting, Exit Planning Services, Business Valuation, Value Enhancement Strategies, M&A services, and Wealth Management.

#1,500+
Completed transactions

A large, light blue outline of the number "1,500" serves as a background for the text. The number is composed of several strokes, with the "1" being a simple vertical line, the comma being a small curve, and the "500" being a more complex shape with multiple curves and lines.

A man with a beard and short hair, wearing a dark suit and a light-colored shirt, is shown from the chest up. He is gesturing with both hands, palms facing outwards, as if explaining something. The background is a blurred office interior with large windows.

GROW SMART.

Generational Consulting Group consists of experts that develop and implement strategic growth and value creation plans for privately held companies.

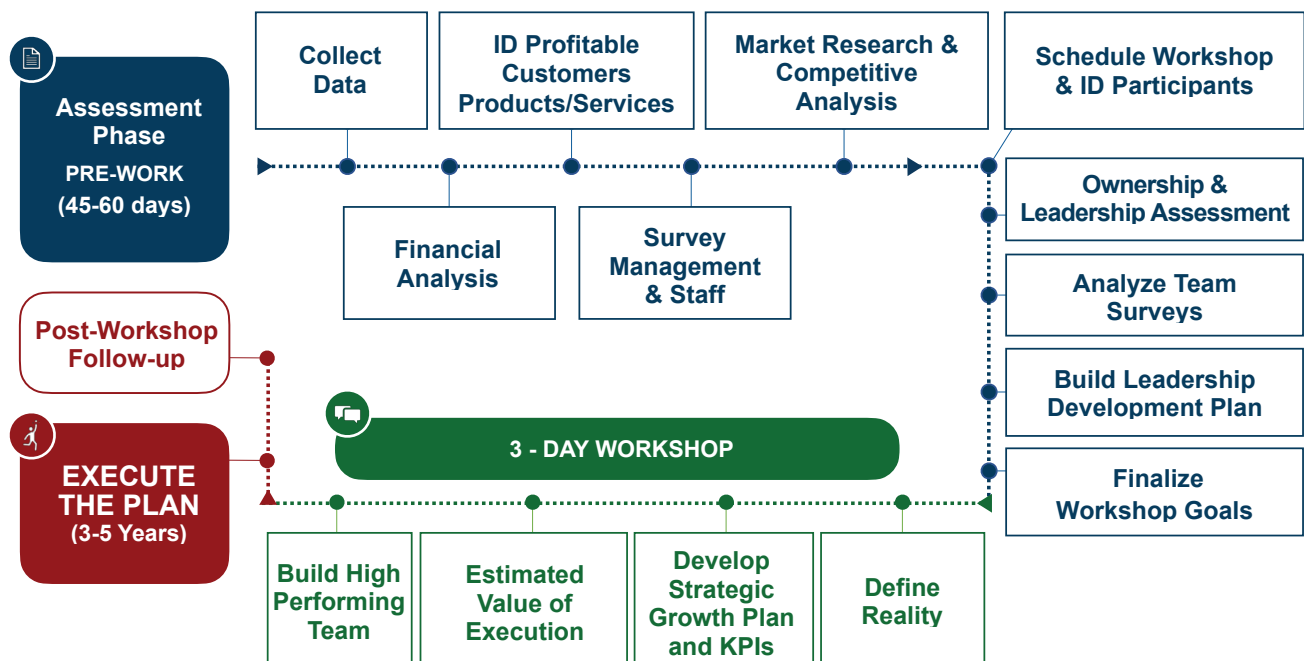
We offer solutions that help you accelerate your growth, increase your value, and prepare you for an eventual successful exit.

GROWTH CONSULTING

Solutions that accelerate growth, increase value,
and **prepare you for an eventual successful exit.**

Growth strategies that deliver results.

Our solutions are designed to help companies at different stages of
their organizations' life-cycle.





PLAN SMART.

Anyone can leave an inheritance, Generational Wealth Advisors helps you leave a legacy.

The Generational Wealth Advisors team carefully considers the numerous and diverse areas of each client's financial picture. Through a consultative and collaborative approach, we discover and evaluate each client's specific needs and then develop, implement, and monitor a plan designed to achieve their goals.

WEALTH ADVISORY

VALUES. EXPERTISE. RESULTS.

Generational Wealth Advisors is an award-winning wealth management firm that serves a nationwide client base. Our services and strategies are designed to accommodate the unique needs of business owners. We develop personalized, unbiased planning and investment strategies designed to help our clients grow, protect and transfer their wealth.

As a Registered Investment Advisor, we are, by definition, a fiduciary, and deliver advice that is independent and objective. We work for our client, and therefore make decisions that are in their best interest. We have no incentives to favor a particular strategy, asset class, fund manager, or service provider and operate with competence and objectivity.

WORK SMART.

Our digital consulting firm, Precocity, is focused on strategic transformation, data, design and technology. Many visionaries and companies have disruptive ideas, but don't know how to make them a reality. We bring those ideas to life.

We create meaningful solutions.

DIGITAL SOLUTIONS

Our Philosophy

We have a transformational approach that blends experience and technology into a process of continual evolution. This enables your products to be in a state of continuous optimization that is data-driven, user-focused, and constantly exceeding your customers' expectations.

Precocity is based in Dallas, Texas, but we have a global presence. We have solution experts spread across the globe, from the US to the far east.

View Case Studies



precocity
A GENERATIONAL COMPANY

Solving business problems with digital solutions

▶ The best always stand out.



GENERATIONAL Experience you can trust.

M&A MARKETING AND BUYER SERVICES

The secret to our success? Getting the highest price and best terms for our clients. One way to do this is by accessing our global buyer network which is comprised of 34,000+ buyers.

Unlike most sell-side investment banks, Generational actively engage buyers and nurture those relationships thanks to our M&A marketing and buyers services team. Our buyers want to know that businesses being offered for acquisition are “buyer-ready” with complete and accurate documentation. They also have confidence in our process and our ability to bring quality, exit-ready businesses to the table.

Timing is essential in deal making. Our process saves time for both buyers and sellers.

PLAN YOUR LEGACY WITH CONFIDENCE.



INDUSTRIES WE SERVE

Generational has years of experience helping business owners across a broad spectrum of industry sectors. Each industry vertical is led by professional and knowledgeable industry leaders with a proven record of successful transactions.

Automotive

Business & Financial Services

Education

Energy

Engineering, Contracting & Construction

Food, Beverage & Products/Services

Healthcare & Life Sciences

Industrials

Manufacturing and Fabrication

Retail

Technology, Media & Telecom

Transportation & Distribution



**GENERATIONAL
GROUP**

M&A MARKETING AND BUYER SERVICES

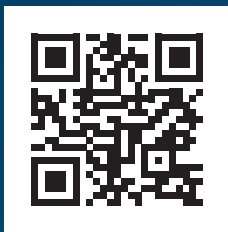
We actively engage buyers and nurture relationships thanks to our M&A marketing and buyers services team. Our buyers have confidence in our process and our ability to bring quality, exit-ready businesses to the table.

25,000+
**ENROLLED
BUYERS**

↓ The DealForce App

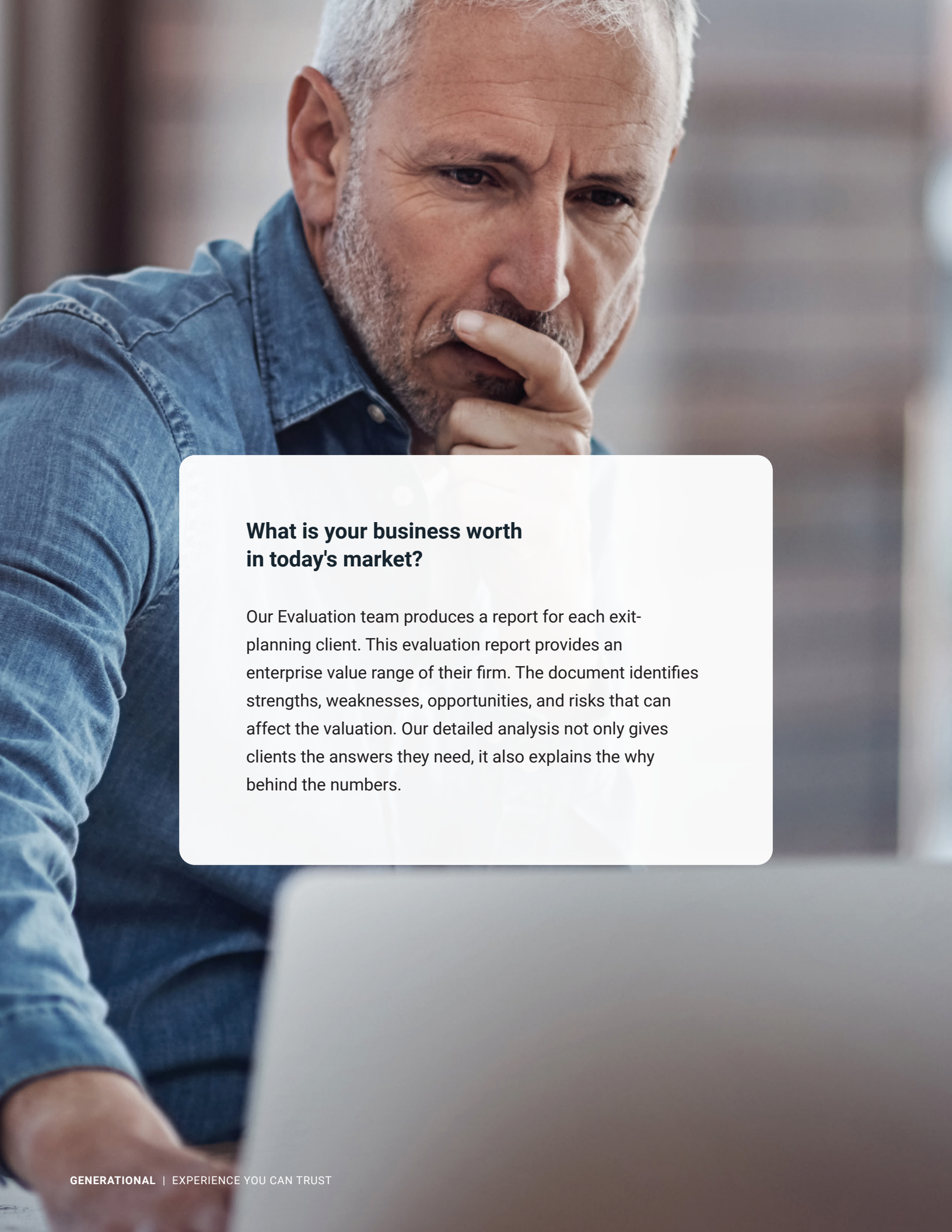
DealForce is an invaluable resource that provides an exclusive online database of hundreds of buyer-ready businesses to thousands of investors around the world.

- Early access to new deals
- Hundreds of deal listings
- Advanced filtering by investment criteria



LEARN MORE AT:
DEALFORCE.COM





What is your business worth in today's market?

Our Evaluation team produces a report for each exit-planning client. This evaluation report provides an enterprise value range of their firm. The document identifies strengths, weaknesses, opportunities, and risks that can affect the valuation. Our detailed analysis not only gives clients the answers they need, it also explains the why behind the numbers.

EVALUATION

Roadmap for Enhancing Value

Two of Generational's greatest value adds are the **Roadmap for Enhancing Value** (REV) and **DealGPA**. REV is an analysis that identifies changes clients can make to increase the value of their business. **DealGPA** is a detailed "scorecard" of a client's buyer-readiness. Together, **REV** and **DealGPA** provide clients the tools they need to maximize enterprise value and selling price.

Buyers want business documentation that is accurate and complete, and that is the role of the Evaluation team who produce industry leading **Confidential Information Memoranda** (CIMs). A CIM is the industry standard for presenting a business to potential buyers. It provides them with an accurate and thorough picture of what they are buying, so they can pursue the deal with confidence.



CLIENT CENTRIC

Generational has transformed the traditional investment banking process to be client centric and highly responsive.



GENERATIONAL **CLIENT EXPERIENCE**

The Generational CE team has modernized the traditional investment banking process to be more responsive and client centric.

While many Generational professionals are involved in completing a transaction, the Generational CE team ensures client confidence and satisfaction by providing them with a dedicated point of contact throughout the process.

RANKINGS **AND AWARDS**

Generational is a leading, full-service business advisory for the middle-market.



2022

Investment Banking Firm of the Year

2022-2023

Consulting Firm of the Year



2023

Americas Valuations Firm of the Year

Global M&A Deal of the Year

Americas Hospitality & Services Deal of the Year



2023 Rankings in completed transactions:

RANKED #1

\$10 & \$25 Million

RANKED #2

\$50, \$100 & \$500 Million

RANKED #2

\$1 Billion in value

Each year, LSEG (*formerly Refinitiv*) ranks M&A firms based on their results in closed transactions. This success is a reflection of our commitment to our Core Values and delivering results for our clients:

GENERATIONAL AWARDS

2023 WINNER

Healthcare/Life Sciences
Deal of the Year
Fulcrum Research Group

Industrials
Deal of the Year
Integral Industries

Private Equity
Deal of the Year
(\$10 million - \$25 million)

M&A Deal of the Year
(\$50 million - \$75 million)

Top Wealth Manager
(D Magazine)

2022 WINNER

Investment Banking Firm
of the Year
Consulting Firm of the Year
USA Investment Banking Firm of
the Year (*The M&A Atlas Awards*)

Energy deal of the year
BL Technology

Utilities Deal of the Year
Allied Underground

Private Equity Deal of the Year
Independent Benefit Advisors
(\$10-\$25M)

Top Wealth Manager
(D Magazine)

2021 WINNER

Corporate/Strategic Deal
of the Year
(\$10-\$25M)

Private Equity Deal of the Year
(\$10MM to \$25MM)

Materials Deal of the Year
Top Wealth Manager
(D Magazine)

2020 WINNER

Valuation Firm Of The Year
Information Technology Deal
of the Year
(\$10MM-\$25MM)

Private Equity Deal of the Year
(\$25MM-\$50MM)

M&A Deal of the Year
(\$50MM-\$100MM)

Healthcare/Life Sciences Deal
of the Year
Private Equity Deal of the Year
(Over \$50MM To \$100MM)
Top Wealth Manager
(D Magazine)

2019 WINNER
Private Equity Deal of the Year
(\$75MM – \$100MM)

M&A Deal of the Year
(\$50MM – \$75MM)
Corporate/Strategic Deal
of the Year
(\$25MM – \$50MM)

Emerging Leader Award
Top Wealth Manager
(D Magazine)

2018 WINNER

Investment Banking Firm
of the Year
Utilities Deal of the Year
Consumer Staples Deal
of the Year (<\$100M)
Corporate/Strategic Deal
of the Year
(\$100M – \$25M)
Top Wealth Manager
(D Magazine)

2017 WINNER

Investment Banking Firm
of the Year
Consumer Staples Deal of the Year
Utilities Deal of the Year
Corporate Strategic
Deal of the Year
Top Wealth Manager
(D Magazine)

2016 WINNER

Investment Banking Firm
of the Year
Materials Deal of the Year
M&A Deal of the Year
Lifetime Achievement Award
Corporate and Strategic
Acquisition of the Year
(\$10MM – \$25MM)
Top Wealth Manager
(D Magazine)

2015 WINNER

Valuation Firm of the Year
Agriculture Deal of the Year
Financial Services Deal of the Year
Legal Advisor of the Year

2014 WINNER

Valuation Firm of the Year
Financial Services Deal of the Year
M&A Deal of the Year (\$10M-\$25M)

2013 WINNER

M&A Firm of the Year
Deal of the Year

All awards are from M&A Advisor unless noted otherwise



2023 M&A ADVISORY RANKINGS U.S. & CANADA



LSEG

formerly
REFINITIV



\$10
MILLION

Disclosed Values up to \$10 Million	
Rank	Financial Advisors
1	Generational
2	Chartwell Financial Advisory
3*	Houlihan Lokey
3*	INFOR Financial
3*	Raymond James Financial Inc.
3*	Red Cloud Securities Inc.
7*	Globalscope
7*	Haywood Securities Ltd.
7*	Stifel/KBW
7*	SVB Financial Group

\$25
MILLION

Disclosed Values up to \$25 Million	
Rank	Financial Advisors
1	Generational
2	Houlihan Lokey
3	Chartwell Financial Advisory
4	Stifel/KBW
5*	INFOR Financial
5*	Pendo Advisors LLC
7*	Echelon Wealth Partners
7*	FTI Consulting Inc.
7*	Haywood Securities Ltd.
7*	Piper Sandler & Co

The rankings on this page are for the period January 1, 2023 through December 31, 2023 and are based on LSEG Data & Analytics (formerly Refinitiv) North American Target Mid-Cap Rankings for completed transaction values up to US \$10M and US \$25M. These rankings reflect LSEG/Refinitiv "standard league table" criteria. www.refinitiv.com. * Denotes a tie

\$50
MILLION

Disclosed and Undisclosed Values up to \$50 Million		
Rank	Financial Advisors	
1	Houlihan Lokey	
2	Generational	
3	Benchmark International	
4	Lincoln International	
5	Piper Sandler & Co	
6	Jefferies LLC	
7	Stifel/KBW	
8*	KPMG	
8*	Robert W Baird & Co Inc.	
10	Raymond James Financial Inc.	

\$500
MILLION

Disclosed and Undisclosed Values up to \$500 Million		
Rank	Financial Advisors	
1	Houlihan Lokey	
2	Generational	
3	Jefferies LLC	
4	Benchmark International	
5	Lincoln International	
6	Piper Sandler & Co	
7	Stifel/KBW	
8	Raymond James Financial Inc.	
9	Robert W Baird & Co Inc	
10	KPMG	

The rankings on this page are for the period January 1, 2023 through December 31, 2023 and are based on LSEG Data & Analytics (formerly Refinitiv) North American Target Mid-Cap Rankings for completed transaction values up to US \$50M and US \$500M. These rankings reflect LSEG/Refinitiv "standard league table" criteria. www.refinitiv.com. * Denotes a tie



Your partner in digital innovation and product development.

Our Philosophy

We take a transformational approach that blends experience and technology into a process of continual evolution. This enables your products to be in a state of continuous optimization that is data-driven, user-focused, and constantly exceeding expectations.



COMPLETED **TRANSACTIONS**

EXPERIENCE YOU CAN TRUST

The following pages hold a small sampling of Generational Group completed transactions.


Boise, Idaho
HAS BEEN ACQUIRED BY

Westboro, Massachusetts
 GENERATIONAL CAPITAL MARKETS

A&F Networking
Wethersfield, Connecticut
HAS BEEN ACQUIRED BY

Boston, Massachusetts
 GENERATIONAL EQUITY

Absolute Manufacturing
Pepperell, Massachusetts
HAS BEEN ACQUIRED BY

Bronx, New York
 GENERATIONAL EQUITY


Merriam, Kansas
HAS BEEN ACQUIRED BY

Des Moines, Iowa
 GENERATIONAL EQUITY


Aiea, Hawaii
HAS BEEN ACQUIRED BY

Honolulu, Hawaii
 GENERATIONAL EQUITY

 
Mississauga, Ontario
HAS BEEN ACQUIRED BY
 
Toronto, Ontario
 GENERATIONAL EQUITY


Dallas, Texas
HAS BEEN ACQUIRED BY
Renovate
Homes, Inc.
Dallas, Texas
 GENERATIONAL EQUITY

ACTIUM CONSULTING
Sacramento, California
HAS BEEN ACQUIRED BY
A Public Company
 
A Groupe CRIT Company
Paris, France
 GENERATIONAL CAPITAL MARKETS


Hammonton, New Jersey
HAS BEEN ACQUIRED BY

New York, New York
 GENERATIONAL EQUITY

 
Taylor, Michigan
HAS BEEN ACQUIRED BY
 
Geneva, Switzerland
 GENERATIONAL EQUITY
SWX: SGSN



Londonderry, New Hampshire
HAS BEEN ACQUIRED BY

Cleveland, Ohio
 GENERATIONAL EQUITY


San Jose, California
HAS BEEN ACQUIRED BY
Hurtiga International
Holding Company
Singapore 
 GENERATIONAL EQUITY

 **Airmaster Fan Company**
Jackson, Michigan
HAS BEEN ACQUIRED BY

Germany 
 GENERATIONAL EQUITY

Chemical Division of

Fort Meyers, Florida
HAS BEEN ACQUIRED BY
A Public Company

St. Paul, Minnesota
 GENERATIONAL EQUITY


Winslow, Maine
HAS RECEIVED AN INVESTMENT FROM
 **HUDSON FERRY CAPITAL**
New York City, New York
 GENERATIONAL EQUITY

 **ALGIERE CONSTRUCTION SERVICES, INC.**
Plano, Texas
HAS BEEN ACQUIRED BY

New York City, New York
 GENERATIONAL CAPITAL MARKETS

 <p>Kansas City, Missouri</p> <p>HAS BEEN ACQUIRED BY</p>  <p>Camanche, Iowa</p> 	<p>Allwaste Services</p> <p>Lexington, South Carolina</p> <p>HAS BEEN ACQUIRED BY</p> <p>A Public Company</p>  <p>Houston, Texas</p> 	 <p>Oklahoma City, Oklahoma</p> <p>HAS BEEN ACQUIRED BY</p>  <p>McLean, Virginia</p> 	 <p>American Claim Services</p> <p>Destrehan, Louisiana</p> <p>HAS BEEN ACQUIRED BY</p>  <p>Parsippany, New Jersey</p> 
 <p>Seattle, Washington</p> <p>HAS BEEN ACQUIRED BY</p> <p>MARLA ELECTRIC, INC</p> <p>Beaverton, Oregon</p> 	 <p>Fort Worth, Texas</p> <p>HAS BEEN ACQUIRED BY</p>  <p>New York City, New York</p> 	 <p>North Canton, Ohio</p> <p>HAS BEEN ACQUIRED BY</p>  <p>Montreal, Quebec</p> 	<p>AMMEX PLASTICS</p> <p>Monroe, Michigan</p> <p>HAS BEEN ACQUIRED BY</p>  <p>Indianapolis, Indiana</p> 
<p>antares</p> <p>Scotts Valley, California</p> <p>HAS BEEN ACQUIRED BY</p>  <p>Los Angeles, California</p> 	<p>Aqua Regia</p> <p>Redding, California</p> <p>HAS BEEN ACQUIRED BY</p>  <p>Louisville, Kentucky</p> 	 <p>Austin, Texas</p> <p>HAS BEEN ACQUIRED BY</p> <p>SALLY BEAUTY HOLDINGS, INC.</p> <p>A Public Company</p> <p>North Richland Hills, Texas</p> 	 <p>Las Vegas, Nevada</p> <p>HAS BEEN ACQUIRED BY</p>  <p>Los Angeles, California</p> 
 <p>Calgary, Alberta</p> <p>HAS BEEN ACQUIRED BY</p>  <p>Burnaby, British Columbia</p> 	<p>AVIDDESIGN</p> <p>Norcross, Georgia</p> <p>HAS BEEN ACQUIRED BY</p>  <p>A PORTFOLIO COMPANY OF</p>  <p>Boston, Massachusetts</p> 	<p>avsigroup</p> <p>Houston, Texas</p> <p>HAS BEEN ACQUIRED BY</p>  <p>St. Louis, Missouri</p> 	 <p>Renton, Washington</p> <p>HAS BEEN ACQUIRED BY</p> <p>A Public Company</p>  <p>Murfreesboro, Tennessee</p> 

 **ApplianceCenter**
Englewood, Colorado

HAS BEEN ACQUIRED BY

 **FERGUSON**
A subsidiary of
Wolseley PLC 
London, United Kingdom

 **GENERATIONAL EQUITY**

 **BARENCO INC.** 

Gormley, Ontario

HAS BEEN ACQUIRED BY

 **Trow** 

Brampton, Ontario

 **GENERATIONAL CAPITAL MARKETS**

 **BHS Marketing**

Salt Lake City, Utah

HAS BEEN ACQUIRED BY

 **POST CAPITAL**

New York City, New York

 **GENERATIONAL EQUITY**

 **BigHorn Corp.**
Quality Tools And Accessories

Denison, Texas

HAS BEEN ACQUIRED BY

 **American General Tool Group**

Vista, California

 **GENERATIONAL EQUITY**

 **BLAGRAVE & DUFFEY, INC.**

Houston, Texas

HAS BEEN ACQUIRED BY

 **THORPE CORPORATION**

Houston, Texas

 **GENERATIONAL EQUITY**

 **BLUE SKY MARINE**

New Hamburg, Ontario



HAS BEEN ACQUIRED BY

Private Investor
Ontario



 **GENERATIONAL EQUITY**

Bob's Farm Center
Conrad, Iowa

HAS BEEN ACQUIRED BY

 **Agrium**  A Public Company

Calgary, Alberta

 **GENERATIONAL EQUITY**

 **Body Spa**

Las Vegas, Nevada

HAS BEEN ACQUIRED BY

West Lane
Capital Partners
Los Angeles, California

 **GENERATIONAL EQUITY**

 **BONNEY PLUMBING, HEATING, AIR & ROOFER SERVICE**

Sacramento, California

HAS BEEN ACQUIRED BY

SKYLIGHT CAPITAL, LLC

Seattle, Washington

 **GENERATIONAL EQUITY**

 **BREAKER ELECTRIC** 

Calgary, Alberta

HAS BEEN ACQUIRED BY

 **RBI** 
Business Communication Solutions

Mississauga, Ontario

 **GENERATIONAL EQUITY**

 **BRIGHTSTAR PARTNERS, INC.**
A PASSION TO INSPIRE. A DRIVE TO PERFORM.

Hawthorne Woods, Illinois

HAS BEEN ACQUIRED BY

 **AVNET**
A Public Company

Phoenix, Arizona

 **GENERATIONAL EQUITY**

 **britesolutions**

Cordova, Tennessee

HAS BEEN ACQUIRED BY

 **pfmi 8000**
PROFESSIONAL FACILITIES MAINTENANCE
Consider them rivals.

Montgomery, Alabama

 **GENERATIONAL EQUITY**

 **BUSBY CABINETS**

Alachua, Florida

HAS BEEN ACQUIRED BY

Private Investor

 **GENERATIONAL EQUITY**

 **BW MANUFACTURING INC.**

Comstock Park, Michigan

HAS BEEN ACQUIRED BY

 **woodlawnpartners**

Chicago, Illinois

 **GENERATIONAL EQUITY**

Carriers Inc.
Yorkton, Saskatchewan



HAS BEEN ACQUIRED BY

 **Trimac**  A Public Company

Calgary, Alberta

 **GENERATIONAL EQUITY**

 **Carbonic Systems, Inc.**
"We put the FIZZ in your POP"™

Kentwood, Michigan

HAS BEEN ACQUIRED BY

 **Airgas** 
an Air Liquide company A Public Company

Paris, France

 **GENERATIONAL EQUITY**

CARPATHIA
HOSTING, INC.

Ashburn, Virginia

HAS BEEN ACQUIRED BY

SpireCapital

New York City, New York

 GENERATIONAL EQUITY

carter

Hamilton, Ontario



HAS BEEN ACQUIRED BY

CALMONT GROUP

Edmonton, Alberta



 GENERATIONAL EQUITY

Cavell Drugs

Jasper, Alberta



HAS BEEN ACQUIRED BY

Rexall 

Mississauga, Ontario

 GENERATIONAL EQUITY

CB Deliveries

Windsor, Ontario



HAS BEEN ACQUIRED BY

LYNX equity limited

Toronto, Ontario



 GENERATIONAL EQUITY



Greenville, South Carolina

HAS BEEN ACQUIRED BY

DECIDE ACTION

Lake Mary, Florida

 GENERATIONAL EQUITY



Warren, Michigan

HAS BEEN ACQUIRED BY

WOOD GROUP

 A Public Company

 GENERATIONAL CAPITAL MARKETS



Loves Park, Illinois

HAS BEEN ACQUIRED BY



McKinney, Texas

 GENERATIONAL EQUITY

CETCON
Incorporated

Cincinnati, Ohio

HAS BEEN ACQUIRED BY



Louisville, Kentucky

 GENERATIONAL EQUITY

CETECH, Inc.

Fairfax, Virginia

HAS BEEN ACQUIRED BY

TRIUMPH

Fairfax, Virginia

 GENERATIONAL EQUITY

C·E·XCHANGE™

Carrollton, Texas

HAS RECEIVED AN INVESTMENT FROM

FIH 富智康 FIH Mobile Limited

Hong Kong, China

 A Public Company

 GENERATIONAL EQUITY

chalk & wire

Ridgeway, Ontario



HAS BEEN ACQUIRED BY

campuslabs South Green, New York

A PORTFOLIO COMPANY OF

LEEDS Equity Partners

Buffalo, New York

 GENERATIONAL EQUITY

chempace
corporation


Toledo, Ohio

HAS BEEN ACQUIRED BY

FGL Group LLC


Grapevine, Texas

 GENERATIONAL EQUITY


 *Classic Pharmaceuticals, LLC*

Sherburne, New York

HAS BEEN ACQUIRED BY



New York, New York

 GENERATIONAL EQUITY



Beaumont, Texas

HAS BEEN ACQUIRED BY

PSC
Primoris Services Corporation

Dallas, Texas

 GENERATIONAL CAPITAL MARKETS

Coastal
SCREEN & RAIL

Delray Beach, Florida

HAS BEEN ACQUIRED BY

BAYMARK ■ PARTNERS

Dallas, Texas

 GENERATIONAL EQUITY

COLUMBIA NUTRITIONAL
QUALITY HEALTH SOLUTIONS

Vancouver, Washington



HAS BEEN ACQUIRED BY

FLUKE
VENTURE PARTNERS

Bellevue, Washington

 GENERATIONAL EQUITY

 **CompoSecure**
security innovation durability
Somerset, New Jersey
HAS BEEN ACQUIRED BY
 **LLRpartners**
Philadelphia, Pennsylvania
 **GENERATIONAL EQUITY**

Concise Data Management
Dallas, Texas
HAS BEEN ACQUIRED BY
 **FACETIME**
WASHINGTON SYSTEMS
Washington, D.C.
 **GENERATIONAL EQUITY**

 **CONSOLO**
Lexington, Kentucky
HAS BEEN ACQUIRED BY
 **BLUFFPOINT ASSOCIATES**
Westport, Connecticut
 **GENERATIONAL EQUITY**

CoreBrand 
New York, New York
HAS BEEN ACQUIRED BY
 **brandlogic**
Wilton, Connecticut
 **GENERATIONAL EQUITY**

 **Cornerstone Appraisal Services**
Valparaiso, Indiana
HAS BEEN ACQUIRED BY
 **CIS GROUP**
North Richland Hills, Texas
 **GENERATIONAL EQUITY**

 **Country Signs**
Tottenham, Ontario
HAS BEEN ACQUIRED BY
 **LYNX equity limited**
Toronto, Ontario
 **GENERATIONAL EQUITY**

 **COUNTRYSIDE & Small Stock Journal**
Medford, Wisconsin
HAS BEEN ACQUIRED BY
 **the Fence Post**
Greeley, Colorado
 **GENERATIONAL EQUITY**

 **COX INSTRUMENT**
Scottsdale, Arizona
HAS BEEN ACQUIRED BY
 **Badger Meter**
A Public Company
Milwaukee, Wisconsin
 **GENERATIONAL EQUITY**




Crystal Farms Mills Inc.
Oakwood, Georgia
HAS BEEN ACQUIRED BY
 **WINCORP INTERNATIONAL**
Medley, Florida 
 **GENERATIONAL EQUITY**

 **CSA SERVICES**
Lake Wylie, South Carolina
HAS BEEN ACQUIRED BY
DDP Investments
West Palm Beach, Florida
 **GENERATIONAL EQUITY**

 **CSL CENTRAL SPECIALTIES LTD.**
Crystal Lake, Illinois
HAS BEEN ACQUIRED BY
 **smartecarte**
St. Paul, Minnesota
 **GENERATIONAL EQUITY**

 **CUBED GROUP INC.**
Coral Gables, Florida
HAS BEEN ACQUIRED BY
 **compass** MSP
Portfolio company of Bilgola Capital
Washington, D.C.
 **GENERATIONAL EQUITY**

 **CSG CULTURE SERVICE GROWTH**
San Antonio, Texas
HAS BEEN ACQUIRED BY
 **QUALFON**
New York, New York
 **GENERATIONAL CAPITAL MARKETS**

 **Dakota FOUNDRY**
Webster, South Dakota
HAS BEEN ACQUIRED BY
 **Anderson INDUSTRIES**
Mapleton, North Dakota
 **GENERATIONAL EQUITY**

 **DataFax INC.**
Montevallo, Alabama
HAS BEEN ACQUIRED BY
 **cdc**
Vero Beach, Florida
 **GENERATIONAL EQUITY**


 **THE DAWSON ACADEMY**
St. Petersburg, Florida
HAS BEEN ACQUIRED BY
 **VALENCIA CAPITAL**
Coral Gables, Florida
 **GENERATIONAL EQUITY**

DB Ricks Inc.
Rochester, New York


HAS BEEN ACQUIRED BY


 **UNI-SELECT USA**
A Public Company
Boucherville, Quebec

 **GENERATIONAL EQUITY**

 **dba group LLC**
www.dbagroup.net
Alpharetta, Georgia

HAS BEEN ACQUIRED BY

 **zanett**
A Public Company
New York City, New York

 **GENERATIONAL EQUITY**

DEACON
Washington, Pennsylvania

HAS BEEN ACQUIRED BY

 **CSW INDUSTRIALS**
A Public Company
Dallas, Texas

 **GENERATIONAL EQUITY**

Deerfoot Equipment Rental Inc.
Calgary, Alberta 

HAS BEEN ACQUIRED BY

 **WESTERNONE EQUITY**
WESTERNONE EQUITY INCOME FUND
Vancouver, British Columbia



 **GENERATIONAL EQUITY**

 **DHA | Deluca-Hoffman Associates, Inc.**
South Portland, Maine

HAS BEEN ACQUIRED BY

 **FAY, SPOFFORD & THORNDIKE**
FST
ENGINEERS
Since 1954
Burlington, Massachussets

 **GENERATIONAL EQUITY**

Digital Solutions Inc.
Sterling, Virginia

HAS BEEN ACQUIRED BY

 **BART & ASSOCIATES**
INCORPORATED
McLean, Virginia

 **GENERATIONAL EQUITY**

 **DISCOUNT DRAINAGE SUPPLIES**
Akron, Ohio

HAS BEEN ACQUIRED BY

Foundation Investment Partners
Chagrin Falls, Ohio

 **GENERATIONAL CAPITAL MARKETS**

 **DISC-LOCK INTERNATIONAL**
El Segundo, California

HAS BEEN ACQUIRED BY

 **SHEREX FASTENING SOLUTIONS®**
Tonawanda, New York

 **GENERATIONAL EQUITY**

 **DLL SOLUTIONS, INC.**
Londonderry, New Hampshire

HAS MERGED WITH

Engement Company
Topsfield, Massachusetts


 **GENERATIONAL EQUITY**


 **OIL FIELD ENTERPRISES LTD.**
Bonneyville, Alberta 

HAS BEEN ACQUIRED BY


Westerd Partners
Seattle, Washington


 **GENERATIONAL EQUITY**

 **DOCK EDGE**
Your Dock • Your Way
Woodbridge, Ontario



HAS BEEN ACQUIRED BY

 **CMP**
CANADA METAL (PACIFIC) LTD.
Backed by Branford Castle Partners
New York City, New York

 **GENERATIONAL CAPITAL MARKETS**

 **Dorian Business Systems, Inc.**
Garland, Texas

HAS BEEN ACQUIRED BY

 **Great Hill PARTNERS**
Boston, Massachusetts

 **GENERATIONAL EQUITY**

 **DOSELOGIX**
Woodstock, Georgia

HAS BEEN ACQUIRED BY

 **TEAM Technologies**
Portfolio company of The Riverside Group
Morristown, Tennessee

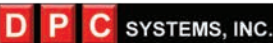
 **GENERATIONAL EQUITY**

 **Dove PROFESSIONAL APPAREL**
San Diego, California


HAS BEEN ACQUIRED BY


 **REVOLUTION CAPITAL GROUP**
Los Angeles, California


 **GENERATIONAL EQUITY**

 **DPC SYSTEMS, INC.**
Fort Worth, Texas

HAS BEEN ACQUIRED BY

 **PBS Systems Group**
Calgary, Alberta



 **GENERATIONAL EQUITY**

 **e24x7inc**
Tallahassee, Florida

HAS BEEN ACQUIRED BY

 **e&e**
Technical Consultants, LLC
Mechanicsburg, Pennsylvania

 **GENERATIONAL EQUITY**



EAST TENNESSEE
Personal Care Service

Knoxville, Tennessee

HAS BEEN ACQUIRED BY



A Public Company
amedisys

Baton Rouge, Louisiana



GENERATIONAL
EQUITY



ETI
EASTERN TECHNOLOGIES, INC.
DBA

OREX

Ashford, Alabama

HAS BEEN ACQUIRED BY



gri

Flower Branch, Georgia



GENERATIONAL
CAPITAL MARKETS

EdgeCore Ltd.

Cedar Falls, Iowa

HAS BEEN ACQUIRED BY



EASTPORT
HOLDINGS

Memphis, Tennessee



GENERATIONAL
CAPITAL MARKETS



Egger's
Direct Service, Inc.

Milaca, Minnesota

HAS BEEN ACQUIRED BY



MOLO
COMPANIES

Dubuque, Iowa



GENERATIONAL
EQUITY



EHDtech

Brentwood, Tennessee

HAS BEEN ACQUIRED BY



SUSTAINED QUALITY



Peoplelink
GROUP

A Public Company

Groupe CRIT Companies

Paris, France



GENERATIONAL
CAPITAL MARKETS

EIL Environmental Services

Edmonton, Alberta



HAS BEEN ACQUIRED BY



A holding of
Whitecastle Private
Equity Fund

Toronto, Ontario




GENERATIONAL
EQUITY



E.K.G.
SECURITY

Gainesville, Georgia

HAS BEEN ACQUIRED BY

Trinity Services Corporation

Vidalia, Georgia



GENERATIONAL
EQUITY



epi
ELECTROMEDICAL
Products International, Inc.

Mineral Wells, Texas

HAS BEEN ACQUIRED BY

TILLERY CAPITAL

Charlotte, North Carolina



GENERATIONAL
EQUITY

Elite Treating Solutions

Midland, Texas

HAS BEEN ACQUIRED BY



WadeCo
SPECIALTIES

Division of
Hastings Equity Partners

Needham, Massachusetts



GENERATIONAL
EQUITY



ELLISON
BAKERY

Fort Wayne, Indiana

HAS BEEN ACQUIRED BY



BLACKFORD
CAPITAL

Grand Rapids, Michigan



GENERATIONAL
CAPITAL MARKETS



EMCO

Charlotte, North Carolina

HAS BEEN ACQUIRED BY



MOTOR CITY
INDUSTRIAL

A portfolio company of
OAKLAND STANDARD CO

Birmingham, Michigan



GENERATIONAL
EQUITY



Emineo Group
APAC

Waverly, Nebraska

HAS BEEN ACQUIRED BY



Alliance
TECHNOLOGIES

Des Moines, Iowa




GENERATIONAL
EQUITY



THE EMPLOYMENT STORE
Matching Great People With Great Companies

Rochester, New York

HAS BEEN ACQUIRED BY



CORE

Atlanta, Georgia



GENERATIONAL
EQUITY



ENDEAVOR
clinical trials

San Antonio, Texas

HAS BEEN ACQUIRED BY




ERG

Watchung, New Jersey




GENERATIONAL
CAPITAL MARKETS



ENOSERV


Tulsa, Oklahoma

HAS BEEN ACQUIRED BY



doble
A Public Company

Watertown, Massachusetts



GENERATIONAL
CAPITAL MARKETS



EAS ENVIRONMENTAL
ASSESSMENT SERVICES
RICHLAND, WASHINGTON

Richland, Washington

HAS BEEN ACQUIRED BY



KOMAN
KOMAN Holdings, LLC

Anchorage, Alaska



GENERATIONAL
EQUITY



Londonberry, New Hampshire

HAS BEEN ACQUIRED BY



Memphis, Tennessee



Ergonomic and
Safety Service

New Stanton, Pennsylvania

HAS BEEN ACQUIRED BY



Aurora, Illinois



Essential Energy
Services, Inc.

Vienna, Virginia

HAS BEEN ACQUIRED BY

SJSD Holdings

Dallas, Texas



Sterling, Illinois

HAS BEEN ACQUIRED BY



Belvidere, Illinois



European Design
Glasgow, Kentucky

HAS BEEN ACQUIRED BY



Versailles, Ohio



exammatrix

Littleton, Colorado

HAS BEEN ACQUIRED BY A



Tokyo, Japan



Springfield, New Jersey

HAS BEEN ACQUIRED BY



Salt Lake City, Utah

HAS BEEN ACQUIRED BY



Northfield, Illinois



Fabri-Tech, Inc.

Mulberry, Florida

HAS BEEN ACQUIRED BY



Edison, New Jersey



Financial
Supply Inc.

Sainte Genevieve, Missouri

HAS BEEN ACQUIRED BY



Alexandria, Minnesota



Columbus, Indiana

HAS BEEN ACQUIRED BY



Wichita, Kansas



Selma, Texas

HAS BEEN ACQUIRED BY



Wheaton, Illinois



Indianapolis, Indiana

HAS BEEN ACQUIRED BY



Gaithersburg, Maryland



Saskatoon, Saskatchewan



HAS BEEN ACQUIRED BY

TORQUEST

Beyond Capital

Toronto, Ontario



Atlanta, Georgia

HAS BEEN ACQUIRED BY



Asheville, North Carolina



Chandler, Arizona

HAS BEEN ACQUIRED BY



Scottsdale, Arizona





Clearwater, Florida

HAS BEEN ACQUIRED BY

BAUER SOFTWARE GROUP
Ashburn, Virginia



GAFFANEY'S

Williston, North Dakota

HAS BEEN ACQUIRED BY



Aurora, Colorado



Gallup, New Mexico

HAS BEEN ACQUIRED BY

**Air Medical
Resource Group**
Jordan, Utah



Brevard, North Carolina

HAS BEEN ACQUIRED BY

PRAXAIR
Making our planet more productive
Danbury, Connecticut



San Diego, California

HAS BEEN ACQUIRED BY



Chickasha, Oklahoma



**GLOBAL SYSTEMS
INCORPORATED**

Decatur, Alabama

HAS BEEN ACQUIRED BY



Birmingham, Alabama



Johnson City, Tennessee

HAS BEEN ACQUIRED BY



Pittsburgh, Pennsylvania



Concord, Michigan

HAS BEEN ACQUIRED BY



Auburn Hills, Michigan



Houston, Texas

HAS BEEN ACQUIRED BY



Newport Beach, California



**Group Purchasing
Systems**

Boca Raton, Florida

HAS BEEN ACQUIRED BY

EbidRX
Frisco, Texas



Horseshoe Beach, Florida

HAS BEEN ACQUIRED BY

**Cove Point
Holdings, LLC**
New York City, New York



Reno, Nevada

HAS BEEN ACQUIRED BY

Rowmark
A Windjammer Capital
portfolio company
Findlay, Ohio



Georgetown, Ontario

HAS BEEN ACQUIRED BY

Nutech Systems

Gurnee, Illinois



CALL • CLICK • TEXT



Newton, Iowa

HAS BEEN ACQUIRED BY

DirecTech, LLC
Chicago, Illinois



**Harbour Bay Inc.
dba The Big Easy
Tobacco Co.**

Suffern, New York

HAS BEEN ACQUIRED BY



Weston, Florida



Monroe, Washington

HAS BEEN ACQUIRED BY

FREMONT-WRIGHT

Memphis, Tennessee





Waipahu, Hawaii
HAS BEEN ACQUIRED BY
Private Investor
Victoria, British Columbia



West Bend, Wisconsin
HAS BEEN ACQUIRED BY



Chicago, Illinois



Gainesville, Florida
HAS BEEN ACQUIRED BY



Omaha, Nebraska



Serving Siren & Spooner since 1956

Spooner, Wisconsin
HAS BEEN ACQUIRED BY



Superior, Wisconsin



Watertown, South Dakota
HAS MERGED WITH



HH
Horizon Holdings, LLC

San Francisco, California



Jaffrey, New Hampshire
HAS BEEN ACQUIRED BY



Springfield, Illinois



Salt Lake City, Utah
HAS BEEN ACQUIRED BY

Hightech Image, Inc.

South Jordan, Utah



Anchorage, Alaska
HAS BEEN ACQUIRED BY



Buckinghamshire, United Kingdom



Sarasota, Florida
HAS BEEN ACQUIRED BY



Italy



Hamilton, New Jersey

HAS BEEN ACQUIRED BY



Ashdod, Israel



TLV: HAMAT



Pinehurst, Texas
HAS BEEN ACQUIRED BY



Edmonton, Alberta



Abingdon, Maryland

HAS BEEN ACQUIRED BY

Blackstreet Capital Holdings

Chevy Chase, Maryland



Tukwila, Washington
HAS BEEN ACQUIRED BY
Pacific Northwest Capital Group, LLC
Seattle, Washington



Dallas, Texas

HAS BEEN ACQUIRED BY



Detroit, Michigan



Pawtucket, Rhode Island
HAS BEEN ACQUIRED BY



Portfolio company
of Charter Oak
Westminster, Massachusetts



Grayling, Minnesota

HAS BEEN ACQUIRED BY



Chicago, Illinois



IST | INSTALLATION
SERVICE
TECHNOLOGY

Kansas City, Missouri

HAS BEEN ACQUIRED BY

SKINNY IT

Frisco, Texas

 **GENERATIONAL
EQUITY**

ITI | INSTRUMENT
TECHNOLOGY, INC.

Westfield, Massachusetts

HAS BEEN ACQUIRED BY

**Transom Shields
Group**

Wilmington, Delaware

 **GENERATIONAL
EQUITY**

**Integrated
Data Services**

Greenwich, Connecticut

HAS BEEN ACQUIRED BY

All Covered 
IT SERVICES FROM KONICA MINOLTA

Tokyo, Japan

 A Public Company

 **GENERATIONAL
EQUITY**

**Interprovincial
Meat Sales Ltd.** 

Dartmouth, Nova Scotia

HAS BEEN ACQUIRED BY

A Public Company  
Premium Brands

Richmond, British Columbia

 **GENERATIONAL
EQUITY**


THE IRWIN BROWN COMPANY

New Orleans, Louisiana

HAS BEEN ACQUIRED BY

 **Powell**
Global Supply Services

Boston, Massachusetts

 **GENERATIONAL
EQUITY**


IEG
ISBELL ENGINEERING GROUP

Fort Worth, Texas

HAS BEEN ACQUIRED BY

 **CIA**
CLAYTON HARRISON & ASSOCIATES LLP

Albany, New York

 **GENERATIONAL
EQUITY**


ISI
INSURANCE SERVICES

Uniontown, Pennsylvania

HAS BEEN ACQUIRED BY

 **Kaufman**
FINANCIAL GROUP

Farmington Hills, Michigan

 **GENERATIONAL
EQUITY**


ISOE

Oldsmar, Florida

HAS BEEN ACQUIRED BY

 **RED HAWK**
Fire & Security

Portfolio company
of Comvest Partners
Boca Raton, Florida

 **GENERATIONAL
EQUITY**

JewelPop
exceptional jewelry brands

Dartmouth, Nova Scotia


HAS BEEN ACQUIRED BY

 **LYNX** equi+y limited
Toronto, Ontario



 **GENERATIONAL
CAPITAL MARKETS**


JOHNSTON
W.B. JOHNSTON GRAIN COMPANY

Enid, Oklahoma

HAS BEEN ACQUIRED BY A

 **GGB** ENTERPRISES, INC. 
A division of Zen-Noh
Tokyo, Japan

 **GENERATIONAL
CAPITAL MARKETS**


K-FAB

Santa Clara, California

HAS BEEN ACQUIRED BY

 **DPMS**
DMA Dynamics Motion
Control Systems Division

Portfolio company of
Gladstone Investment Corp.
Santa Clara, California

 **GENERATIONAL
EQUITY**


K&M
FIRE PROTECTION

Plantsville, Connecticut

HAS BEEN ACQUIRED BY

 **DAVIS-ULMER**
Serving customers Since 1966

A subsidiary of API Group
New Brighton, Minnesota

 **GENERATIONAL
EQUITY**

 **KA Components**

Otterbein, Indiana

HAS BEEN ACQUIRED BY

 **CALVERTON
HOLDINGS**

Cleveland, Ohio

 **GENERATIONAL
EQUITY**


KATKO LTD

St. Clairsville, Ohio

HAS BEEN ACQUIRED BY

 **BOSIN**
ENERGY GROUP
an affiliate of
 **TURNING BASIN CAPITAL**

Richmond, Virginia

 **GENERATIONAL
EQUITY**

 **Computers**

Whitewater, Wisconsin

HAS BEEN ACQUIRED BY

 **Computers
Nationwide**

Wheeling, Illinois

 **GENERATIONAL
EQUITY**

 **Kerick Valve**

Jacksonville, Florida

HAS BEEN ACQUIRED BY

 **control
devices, LLC**
A portfolio company of
 **GHJ&M** GOLDNER HAWN
JOHNSON HOBBS & SON

Minneapolis, Minnesota

 **GENERATIONAL
EQUITY**



KERR CONSULTING
The Woodlands, Texas
HAS BEEN ACQUIRED BY
PROVISO CAPITAL
New York City, New York




KEYTROLLER
Electronic Safety Devices
Tampa, Florida
HAS BEEN ACQUIRED BY
I.D. Systems
A Public Company
Transforming Mobile Asset Management
Woodcliff Lake, New Jersey




King
ENGINEERING ASSOCIATES, INC.
Tampa, Florida
HAS BEEN ACQUIRED BY
KAIN CAPITAL
New York City, New York




Kitchen CREATIONS
KITCHEN & BATH CENTRE
Fredericton, New Brunswick
HAS BEEN ACQUIRED BY
LYNX equity limited
Toronto, Ontario




K KOHL
BUILDING PRODUCTS
Reading, Pennsylvania
HAS BEEN ACQUIRED BY
SRS Distribution
McKinney, Texas




kpi consulting
Round Rock, Texas
HAS BEEN ACQUIRED BY
PERIGEE
CAPITAL PARTNERS
Herndon, Virginia




KS ENERGY SERVICES
New Berlin, Wisconsin
HAS BEEN ACQUIRED BY
CIVIC TRUE NORTH
PARTNERS VENTURE PARTNERS
Chicago, Illinois




KURZ
Electric Solutions, Inc.
Neenah, Wisconsin
HAS BEEN ACQUIRED BY
COLVILLE CAPITAL
Charlotte, North Carolina




KUSSMAUL
ELECTRONICS CO., INC.
Westsayville, New York
HAS BEEN ACQUIRED BY
evolve
CAPITAL
Dallas, Texas




KYUKA
Atalla, Alabama
HAS BEEN ACQUIRED BY
WATER WAY
Birmingham, Alabama




Lang's Pharmacy
Weston, Connecticut
HAS BEEN ACQUIRED BY A
Walgreens
A Public Company
Deerfield, Illinois




Lee's RV SUPERSTORE
Oklahoma City, Oklahoma
HAS BEEN ACQUIRED BY AN
CAMPING WORLD
Lincolnshire, Illinois




LGM PHARMA
Boca Raton, Florida
HAS BEEN ACQUIRED BY A
NEW HARBOR
CAPITAL
Chicago, Illinois




Libations
WINE & SPIRITS
Aurora, Colorado
HAS BEEN ACQUIRED BY
John A. Hunter Management Corp.
Centennial, Ohio




LIN-MAR MOTORS
Morton Grove, Illinois
HAS BEEN ACQUIRED BY
CARCARE COLLISION CENTERS
Plainfield, Illinois




LOUIS WOHL & SONS, INC.
INNOVATIVE FOODSERVICE
Tampa, Florida
HAS BEEN ACQUIRED BY
R&J PERLESS **BELTRAM**
FOODSERVICE GROUP
Portfolio company of
Trivest Partners
Kansas City, Kansas





Houma, Louisiana
HAS BEEN ACQUIRED BY



Germantown, Tennessee



West Nyack, New York
HAS BEEN ACQUIRED BY



New York City, New York



Major Contracting
Services

Colorado Springs, Colorado
HAS BEEN ACQUIRED BY



Westboro, Massachusetts



MSA | MARES-SHREVE & ASSOCIATES

Monroe, Michigan

HAS BEEN ACQUIRED BY



Hong Kong, China



Cheyenne, Wyoming

HAS BEEN ACQUIRED BY



Mount Lake Terrace,
Washington



Blufton, Indiana

HAS BEEN ACQUIRED BY



Albany, New York



MCS Door and
Hardware

Bryan, Texas

HAS BEEN ACQUIRED BY



Foundation Building Materials
Tustin, California



Hornell, New York

HAS BEEN ACQUIRED BY



Bloomington, Minnesota



Memphis, Tennessee

HAS BEEN ACQUIRED BY



Anderson, Indiana



Calgary, Alberta

HAS BEEN ACQUIRED BY



Mississauga, Ontario



Colorado Springs, Colorado

HAS BEEN ACQUIRED BY



Portfolio company of
Kinderhook Industries
Germantown, Tennessee



Minneapolis, Minnesota

HAS BEEN ACQUIRED BY



Illinois



Minneapolis, Minnesota

HAS BEEN ACQUIRED BY



Westport, Connecticut



Morris and
Eckels

Marietta, Georgia

HAS BEEN ACQUIRED BY

A-1 Products
Birmingham, Alabama



San Luis Obispo, California

HAS BEEN ACQUIRED BY



Phoenix, Arizona



Edmonton, Alberta

HAS BEEN ACQUIRED BY



DANE CREEK CAPITAL CORP.
Mississauga, Ontario





Clinton, Arkansas
HAS BEEN ACQUIRED BY



Taylor, Mississippi



Soda Springs, Indiana
HAS BEEN ACQUIRED BY



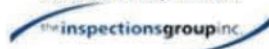
Edmonton, Alberta



Warman, Saskatchewan



HAS BEEN ACQUIRED BY



Edmonton, Alberta



Dieppe, New Brunswick
HAS BEEN ACQUIRED BY



Osaka, Japan



Austin, Texas
HAS BEEN ACQUIRED BY



Denver, Colorado



St. Petersburg, Florida
HAS BEEN ACQUIRED BY



Jacksonville, Florida



Conklin, Alberta
HAS BEEN ACQUIRED BY



Calgary, Alberta



Sales - Service - Rentals
Grand Junction, Iowa
HAS BEEN ACQUIRED BY



New York City, New York



Neill Supply
Company Inc.
Lyndhurst, New Jersey

HAS BEEN ACQUIRED BY



Garden City, New York



Brantford, Ontario



HAS BEEN ACQUIRED BY



Norval, Ontario



TSX: SOY



St. Catherines, Ontario



HAS BEEN ACQUIRED BY

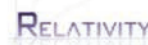


Sparks, Maryland



Tempe, Arizona

HAS BEEN ACQUIRED BY



Arlington, Virginia



Kenosha, Wisconsin
HAS BEEN ACQUIRED BY



Waukegan, Illinois



North Texas Locomotive Service
Burlison, Texas
HAS BEEN ACQUIRED BY



Wheat Ridge, Colorado



Tualatin, Oregon

HAS BEEN ACQUIRED BY



Auburn Hills, Michigan



Portland, Oregon

HAS BEEN ACQUIRED BY



Los Angeles, California



Old Mill General Store
Elk Point, South Dakota

HAS BEEN ACQUIRED BY

 A Public Company

Ankeny, Iowa

 **GENERATIONAL EQUITY**


San Clemente, California

HAS BEEN ACQUIRED BY



 **LEXY Pacific CORPORATION**

Sunnyvale, California

 **GENERATIONAL EQUITY**


Lakeland, Florida

HAS BEEN ACQUIRED BY

 **DICOM** 

A portfolio company of Wind Point Partners
Montreal, Quebec

 **GENERATIONAL EQUITY**


Glen Dale, California

HAS BEEN ACQUIRED BY

 **NAC ARCHITECTURE**

Spokane, Washington

 **GENERATIONAL EQUITY**

Ottawa Trailer Repair Inc.
Ottawa, Ontario



HAS BEEN ACQUIRED BY

Benson Group Inc. 

Cornwall, Ontario

 **GENERATIONAL EQUITY**



OWENSBY & KRITIKOS INC.
Gretna, Louisiana

HAS BEEN ACQUIRED BY



 **Dorilton Capital**

New York City, New York


 **GENERATIONAL EQUITY**

 
Vancouver, British Columbia

HAS BEEN ACQUIRED BY

A Public Company  **TOTAL SAFETY** 

Portfolio company of DLJ Merchant Banking Partners,
a unit of Credit Suisse
Zurich, Switzerland

 **GENERATIONAL CAPITAL MARKETS**


Fairfield, California

HAS BEEN ACQUIRED BY

Toronto, Ontario

 **GENERATIONAL EQUITY**


PACKAGING SOLUTIONS INC.
Johnsonville, South Carolina

HAS BEEN ACQUIRED BY

 **SunBelt Packaging, LLC**

Portfolio company of SouthPointe Ventures LLC
Atlanta, Georgia

 **GENERATIONAL EQUITY**


 
St. Albert, Alberta

HAS BEEN ACQUIRED BY

 **MR. PET'S**
EVERYTHING FOR YOUR PET


Port Coquitlam, British Columbia 

 **GENERATIONAL EQUITY**



Lorain Ohio's Pawn Stars

Elyria, Ohio

HAS BEEN ACQUIRED BY

 A Public Company

New York City, New York

 **GENERATIONAL EQUITY**



PAT RIHA PRODUCTIONS
Kansas City, Missouri

HAS BEEN ACQUIRED BY


 **MARKETPLACE EVENTS**

Solon, Ohio


 **GENERATIONAL EQUITY**


Brooklyn, Iowa

HAS BEEN ACQUIRED BY

 **The Straub Corporation**

Des Moines, Iowa

 **GENERATIONAL EQUITY**


Spokane, Washington

HAS BEEN ACQUIRED BY

 **Mi-Med SUPPLY COMPANY**

Vista, California

 **GENERATIONAL EQUITY**


Washington Township, MI

HAS BEEN ACQUIRED BY

 **Avis**
Industrial Corporation

Upland, Indiana

 **GENERATIONAL EQUITY**


West Plains, Missouri

HAS BEEN ACQUIRED BY

 **KVCI**  **CFB CAPITAL FOR BUSINESS**
Kansas Valley Capital, Inc.

Leawood, Kansas

 **GENERATIONAL EQUITY**



Parker, Colorado

HAS BEEN ACQUIRED BY
T&H Global Holdings
Subsidiary of



Arlington, Texas



Bartlesville, Oklahoma

HAS BEEN ACQUIRED BY



A Public Company

Avoka, Pennsylvania



Moore, Oklahoma

HAS BEEN ACQUIRED BY

Cliffside Funds
New York City, New York



Harlingen, Texas

HAS BEEN ACQUIRED BY



Vero Beach, Florida



Winnipeg, Manitoba

HAS BEEN ACQUIRED BY



Cleveland, Ohio



Christiansburg, Virginia

HAS BEEN ACQUIRED BY

A Public Company



Fairfield, New Jersey



Wrentham, Massachusetts

HAS BEEN ACQUIRED BY

A Public Company



Subsidiary of
Berkshire Hathaway
Middleborough, Massachusetts



Portland, Oregon

HAS BEEN ACQUIRED BY

Bauer Software
Group, Inc.

Ashburn, Virginia



Preferred Care
Pharmaceutical
Services

Hollywood, South Carolina

HAS BEEN ACQUIRED BY



Atlanta, Georgia



Tampa, Florida

HAS BEEN ACQUIRED BY



A Public Company



Stockholm, Sweden



Davie, Florida

HAS BEEN ACQUIRED BY



Portfolio company
of ZS Fund
Ft. Meyers, Florida



Spokane, Washington

HAS BEEN ACQUIRED BY

Pro Mechanical Services, Inc.

West Spokane, Washington



San Antonio, Texas

HAS BEEN ACQUIRED BY



New York City, New York



Bellingham, Massachusetts

HAS BEEN ACQUIRED BY



Livonia, Michigan



Professional Touch
Cleaning Services

Davenport, Iowa

HAS BEEN ACQUIRED BY

Ammesa
Bettendorf, Iowa



Public Safety Services Inc.

Rosemont, Illinois

HAS BEEN ACQUIRED BY



Shiller Park, Illinois





Rhome, Texas
HAS BEEN ACQUIRED BY



Diversified CPC International
A Public Company

Subsidiary of Sumitomo
Tokyo, Japan



GENERATIONAL
EQUITY



Mesa, Arizona
HAS BEEN ACQUIRED BY



HANOVER PARTNERS, INC.

San Francisco, California



GENERATIONAL
EQUITY



Tampa, Florida
HAS BEEN ACQUIRED BY



Meridian
Biomedical
Lifecycle Management of Medical Equipment

Pinellas Park, Florida



GENERATIONAL
EQUITY

Quality Pipe
Services
Englewood, Colorado
HAS BEEN ACQUIRED BY




THE DECATUR GROUP


Denver, Colorado



GENERATIONAL
EQUITY




Phoenix, Arizona
HAS BEEN ACQUIRED BY



A-GAS
AMERICAS

Bowling Green, Ohio



GENERATIONAL
EQUITY



Vancouver, Washington
HAS BEEN ACQUIRED BY




pimasa


Santiago, Chile



GENERATIONAL
EQUITY




San Antonio, Texas
HAS BEEN ACQUIRED BY



EAG
FDG Associates

New York City, New York



GENERATIONAL
EQUITY



Sanford, North Carolina
HAS BEEN ACQUIRED BY



Broadwind
ENERGY
A Public Company

Cicero, Illinois



GENERATIONAL
EQUITY



Murray, Utah
HAS BEEN ACQUIRED BY

OIP Holdings, LLC

New York City, New York



GENERATIONAL
EQUITY



Brookhaven, Mississippi
HAS BEEN ACQUIRED BY



UNION
CORRUGATING COMPANY



IOO
INDUSTRIAL
OPPORTUNITY
PARTNERS

Fayetteville, North Carolina Evanston, Illinois



GENERATIONAL
CAPITAL MARKETS



Milford, Connecticut
HAS BEEN ACQUIRED BY



RF
INDUSTRIES

San Diego, California



GENERATIONAL
EQUITY



Carrollton, Missouri
HAS BEEN ACQUIRED BY

REMEDIES INC.

Bronx, New York



GENERATIONAL
EQUITY

Repromatic
Systems Inc.
Concord, Ontario
HAS BEEN ACQUIRED BY



ab
COURIER

Newmarket, Ontario



GENERATIONAL
EQUITY



Cuero, Texas
HAS BEEN ACQUIRED BY

Lifecare
Pharmacy

San Antonio, Texas



GENERATIONAL
EQUITY



Reynoldsville, Pennsylvania
HAS BEEN ACQUIRED BY



Matthews
INTERNATIONAL
A Public Company

Pittsburgh, Pennsylvania



GENERATIONAL
EQUITY



Somerset, Ohio
HAS BEEN ACQUIRED BY

3 | RIVERS CAPITAL

Pittsburgh, Pennsylvania



GENERATIONAL
EQUITY



Mechanicsville, Virginia
HAS BEEN ACQUIRED BY



Portfolio company of Investcorp
South Plainfield, New Jersey



Ridge Runner Fast Foods



Boone, North Carolina
HAS BEEN ACQUIRED BY

Carolina Quality LLC
Henderson, North Carolina



Washington, Missouri
HAS BEEN ACQUIRED BY



St. Louis, Missouri



Monroe, Michigan
HAS BEEN ACQUIRED BY



Indianapolis, Indiana



Hanford, California
HAS BEEN ACQUIRED BY



Portfolio company
of Brick Investment Partners
Houston, Texas



Knoxville, Tennessee

HAS BEEN ACQUIRED BY



West Des Moines, Iowa



Tappan, New York

HAS BEEN ACQUIRED BY



New Brighton, Minnesota



Theodore, Alabama
HAS BEEN ACQUIRED BY



Dayton, Ohio



Indianapolis, Indiana
HAS BEEN ACQUIRED BY A



Frankfurt, Germany



Marietta, Georgia
HAS BEEN ACQUIRED BY



Cartersville, Georgia



SCREW PRODUCTS

Dallas, Texas

HAS BEEN ACQUIRED BY



LAWSON Products

Chicago, Illinois



NASDAQ: LAWS



Portland, Maine

HAS BEEN ACQUIRED BY



Portland, Maine



Carrollton, Texas

HAS BEEN ACQUIRED BY



Charlotte, North Carolina



Fort Worth, Texas

HAS BEEN ACQUIRED BY AN

Old Git
Holdings

Highland Park, New Jersey



Self's Inc.

Wichita, Kansas

HAS BEEN ACQUIRED BY



E.J. WELCH COMPANY
SERVING THE FLOORING TRADE SINCE 1962

Elk Grove Village, Illinois



SEM Construction
Grand Junction, Colorado

HAS BEEN ACQUIRED BY



NEWPARK

Woodlands, Texas





Sensory Testing Systems LLC
 Scottsdale, Arizona
 HAS BEEN ACQUIRED BY

 Subsidiary of
 New Capital Partners
 Englewood, California
 **GENERATIONAL EQUITY**

Service Furniture & Bedding dba

 Fairdale, Kentucky
 HAS BEEN ACQUIRED BY

 Affiliate of Sun Capital Partners
 Fort Smith, Arkansas
 **GENERATIONAL EQUITY**



SEWELL
 Sandy Springs, Georgia
 HAS BEEN ACQUIRED BY

 Norcross, Georgia
 **GENERATIONAL EQUITY**



RYERSON
 Houston, Texas
 HAS BEEN ACQUIRED BY
RYERSON
 Chicago, Illinois
 **GENERATIONAL EQUITY**



SHARPE
 Seattle, Washington
 HAS BEEN ACQUIRED BY
 **Hayward Gordon**
 Halton Hills, Ontario
 **GENERATIONAL CAPITAL MARKETS**

Sherwood Consulting dba

 Saco, Maine
 HAS BEEN ACQUIRED BY
 **Compunnel**
 Plainsboro, New Jersey
 **GENERATIONAL EQUITY**



Shewfelt
 Burlington, Ontario
 HAS BEEN ACQUIRED BY

 Sudbury, Ontario
 **GENERATIONAL EQUITY**





SHOP TOOLS, INC.
 Colorado Springs, Colorado
 HAS BEEN ACQUIRED BY
 Lionhead Enterprises Corp.
 Reston, Virginia
 **GENERATIONAL EQUITY**



SiteOrganic
 Ashburn, Virginia
 HAS BEEN ACQUIRED BY
in10sity
 Lenoir City, Tennessee
 **GENERATIONAL EQUITY**



Skydive Dallas
 Whitewright, Texas
 HAS BEEN ACQUIRED BY

 Houston, Texas
 **GENERATIONAL EQUITY**

Slaughter & Stanley Construction, Inc.
 Big Spring, Texas
 HAS BEEN ACQUIRED BY
 **BLUEPOINT**
 Charlotte, North Carolina
 **GENERATIONAL EQUITY**



SLPharma
 Wilmington, Delaware
 HAS BEEN ACQUIRED BY
EXOVA
 Edinburgh, Scotland
 **GENERATIONAL EQUITY**

Smith Environmental Laboratory Inc.
 Hyde Park, New York
 HAS BEEN ACQUIRED BY
 Smith Environmental Acquisition LLC
 New York City, New York
 **GENERATIONAL EQUITY**



Software Design Solutions
 Murrysville, Pennsylvania
 HAS BEEN ACQUIRED BY
 **appliedvisions**
 Long Island, New York
 **GENERATIONAL EQUITY**

SOFTWARE UNLIMITED, INC.
 Baltimore, Maryland
 HAS BEEN ACQUIRED BY

 Wakefield, Massachusetts
 **GENERATIONAL EQUITY**



SOILMAX
 Brazil, Indiana
 HAS BEEN ACQUIRED BY
Ag Leader
 Ames, Iowa
 **GENERATIONAL CAPITAL MARKETS**



Denison, Iowa
HAS BEEN ACQUIRED BY



Dubuque, Iowa




Charlotte, North Carolina
HAS BEEN ACQUIRED BY





Walterboro, South Carolina
HAS BEEN ACQUIRED BY

Private Investment Company
Rockville, Maryland




Phoenix, Arizona
HAS BEEN ACQUIRED BY



Florham Park, New Jersey



Southwest Waterworks Contractors
Phoenix, Arizona
HAS BEEN ACQUIRED BY



Portfolio company of Soundcore Capital
Saddle Brook, New Jersey




Boynton Beach, Florida
HAS BEEN ACQUIRED BY



Lakewood, New Jersey




Paxinos, Pennsylvania
HAS BEEN ACQUIRED BY



Rochester, New York




Commerce City, Colorado
HAS BEEN ACQUIRED BY



Wilmington, Ohio




Staples, Minnesota
HAS BEEN ACQUIRED BY





Maumelle, Arkansas
HAS BEEN ACQUIRED BY



Dallas, Texas




Carol Stream, Illinois
HAS BEEN ACQUIRED BY



Kenosha, Wisconsin




Richmond, British Columbia
HAS BEEN ACQUIRED BY





Roseville, California
HAS BEEN ACQUIRED BY



Goleta, California




Huntington, New York
HAS BEEN ACQUIRED BY



Park City, Utah




Frisco, Texas
HAS BEEN ACQUIRED BY



Pleasanton, California




Prague, Oklahoma
HAS BEEN ACQUIRED BY



Houston, Texas




 Burlington, Vermont
 HAS BEEN ACQUIRED BY
JMI
 EQUITY
 San Diego, California



 Blue Springs, Missouri
 HAS BEEN ACQUIRED BY

 Long Beach, California


Systems
 Design Inc.
 Omaha, Nebraska
 HAS BEEN ACQUIRED BY

 Ottawa, Ontario



 Red Deer, Alberta
 HAS BEEN ACQUIRED BY
 GLS Holdings Corp.
 Vancouver, British Columbia



 Nelson, British Columbia

 HAS BEEN ACQUIRED BY

 Santa Ana, California



 South Heart, North Dakota
 HAS MERGED
 WITH AN AFFILIATE OF

 Denver, Colorado



 Peterborough, Ontario
 HAS BEEN ACQUIRED BY

 Toronto, Ontario



 Technology Assessment
 & Transfer Inc.
 Annapolis, Maryland
 HAS BEEN ACQUIRED BY
 Defense Venture
 Group
 Charlotte, North Carolina



 Tustin, California
 HAS BEEN ACQUIRED BY

 New York City, New York



 Lapeer, Michigan
 HAS BEEN ACQUIRED BY

 Geneva, Switzerland



 Greensboro, North Carolina
 HAS BEEN ACQUIRED BY

 New York City, New York



 The
 SeedHouse
 O'Neill, Nebraska
 HAS BEEN ACQUIRED BY

 San Joaquin, California



 TIEDEMANN-BEVS
 INDUSTRIES
 Richmond, Indiana
 HAS BEEN ACQUIRED BY

 Birmingham, Michigan


Titan Ltd. dba

 Vacaville, California
 HAS BEEN ACQUIRED BY

 a wholly owned subsidiary of
 SKYLIGHT CAPITAL, LLC
 Seattle, Washington



 "Nature Cares For You"
 Washington, D.C.
 HAS BEEN ACQUIRED BY

 West Babylon, New York



 TOWN & COUNTRY
 SURVEYORS, L.L.C.
 The Woodlands, Texas
 HAS BEEN ACQUIRED BY

 Bossier City, Louisiana


TPH Industries
Baltimore, Maryland

HAS BEEN ACQUIRED BY

Clean Venture Inc
Elizabeth, New Jersey



Lockport, Illinois

HAS BEEN ACQUIRED BY



Farmington Hills, Michigan



Eagle, Idaho

HAS BEEN ACQUIRED BY



Los Angeles, California



Evergreen, Colorado

HAS BEEN ACQUIRED BY

Water Technology
Group

Apex, North Carolina



Tempe, Arizona

HAS BEEN ACQUIRED BY



Chicago, Illinois



Garden Grove, California

HAS BEEN ACQUIRED BY



Toulouse, France



Tampa, Florida

HAS BEEN ACQUIRED BY



Chicago, Illinois



Layton, Utah

HAS BEEN ACQUIRED BY

TREGARON
CAPITAL

Palo Alto, California



Salem, Oregon

HAS BEEN ACQUIRED BY



Hayward, California



Randleman, North Carolina

HAS BEEN ACQUIRED BY

Bradford Equities
Management LLC

White Plains, New York



Fayetteville, North Carolina

HAS BEEN ACQUIRED BY



Greenville, South Carolina



Sturgis, Michigan

HAS BEEN ACQUIRED BY



New York City, New York



Mooresville, North Carolina

HAS BEEN ACQUIRED BY



Morganville, New Jersey



Veterinary
Ventures, Inc.

Reno, Nevada

HAS BEEN ACQUIRED BY

Radio Systems
Corp.

Knoxville, Tennessee



Lincoln, Nebraska

HAS BEEN ACQUIRED BY



Omaha, Nebraska



Columbus, Ohio

HAS BEEN ACQUIRED BY






Columbus, Ohio




 Waipahu, Hawaii
 HAS BEEN ACQUIRED BY

 A Public Company
 Deerfield, Illinois



 Claremore, Oklahoma
 HAS BEEN ACQUIRED BY

 Portfolio company of Bain Capital
 Waco, Texas


Waupaca Woods
 Pharmacy, Inc.
 Waupaca, Wisconsin
 HAS BEEN ACQUIRED BY

 my life. my style. my store.
 Green Bay, Wisconsin



 Intelligent About Business
 Irving, Texas
 HAS BEEN ACQUIRED BY

 IT SERVICES FROM KONICA MINOLTA
 Tokyo, Japan



 Morgan, Minnesota
 HAS SOLD CONTROLLING INTEREST
 OF THE COMPANY TO



 Manufacturing Farm Profitability™
 A subsidiary of

 Lake Zurich, Illinois



 Davenport, Iowa
 HAS BEEN ACQUIRED BY

 A Public Company
 Houston, Texas


West University
 Travel & Journeys
 Unlimited
 Houston, Texas
 HAS BEEN ACQUIRED BY

 A Public Company
 Plantation, Florida



 Lawrence, Kansas
 HAS BEEN ACQUIRED BY

 A portfolio company of

 Greenwich, Connecticut



 Waterloo, Iowa
 HAS BEEN ACQUIRED BY

 OEM Recycled • Aftermarket by Keystone
 Chicago, Illinois



 Mercer, Pennsylvania
 HAS BEEN ACQUIRED BY

 A Public Company
 READY FOR THE WORKDAY®
 Mason, Ohio


White House
 Design Company
 North Vancouver, British Columbia
 HAS BEEN ACQUIRED BY

 Vancouver, British Columbia


Whiteford Pharmacy, Inc.
 Darlington Pharmacy
 Whiteford, Maryland
 HAS BEEN ACQUIRED BY
 Whiteford
 Darlington LLC
 New York City, New York



 Silver Bay, Minnesota
 HAS BEEN ACQUIRED BY
 Individual
 Investor



 Bothell, Washington
 HAS BEEN ACQUIRED BY

 Toronto, Ontario



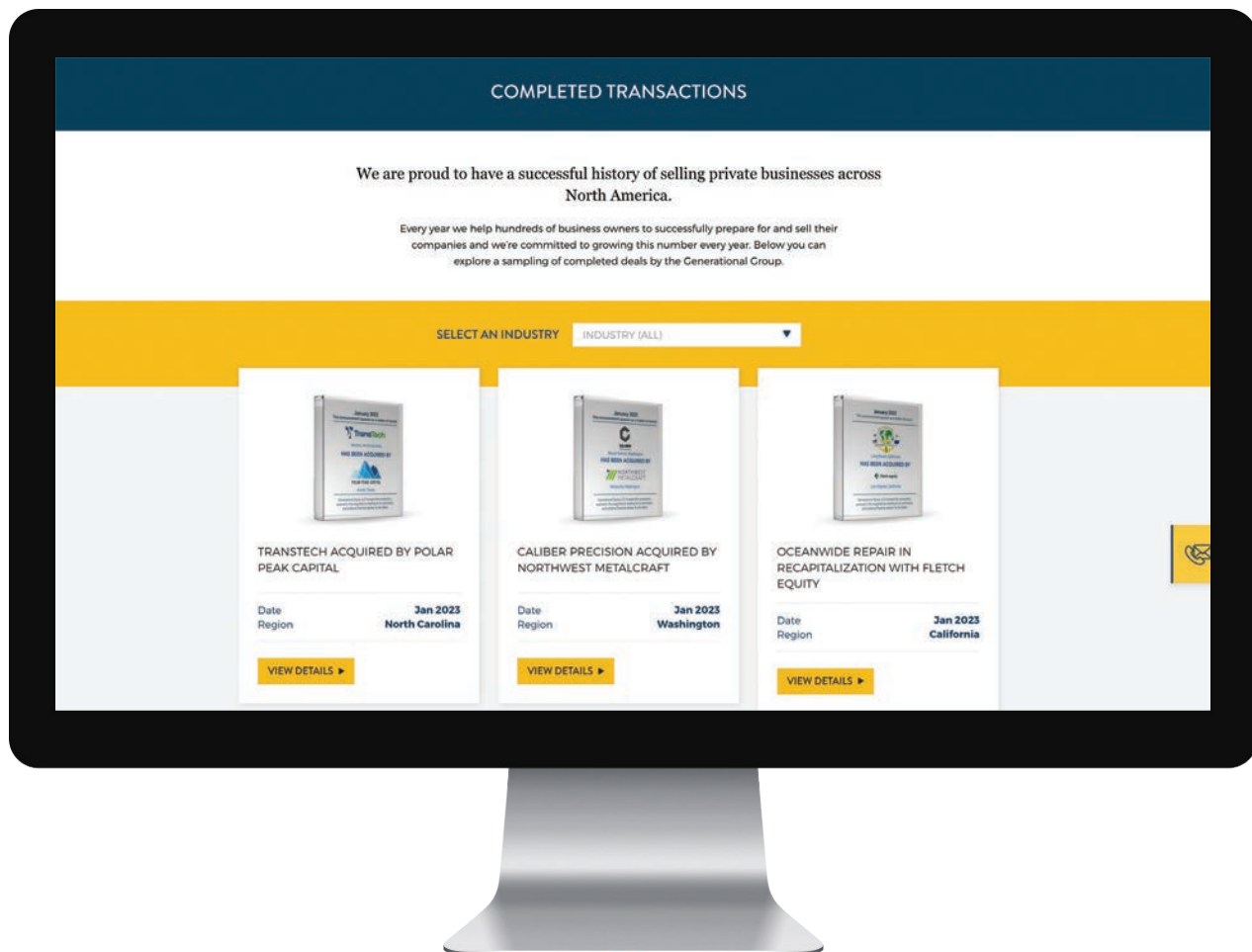
 Oyama, British Columbia
 HAS BEEN ACQUIRED BY

 Toronto, Ontario



 Montfort, Wisconsin
 HAS BEEN ACQUIRED BY

 SCHUMAN CHEESE
 SINCE 1942
 Fairfield, New Jersey

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SUCCESSFULLY CLOSED DEALS**

www.generational.com/transactions



CLIENT TESTIMONIALS

When Generational completes a deal, the client will often write a letter thanking their deal team for the hard work and great outcome. On the following pages, are some recent testimonial letters from Generational clients who have authorized their release.



Orion Registrar, Inc.

Thorough and Fair Auditing

February 29, 2024

Randy Kamin
Executive Managing Director and Group Leader
Generational Equity, LLC
3400 N Central Expressway Suite 100
Richardson, Texas 75080

Re-Letter of Reference for the sale of Orion Registrar

Dear Randy,

I want to thank the Generational Equity team and especially Chad Comroe for his specific work on the sale of Orion Registrar. In order properly recognize the full Generational Equity team, I will describe the journey to sell our company ("Orion").

For several years, I received about five calls a year asking if Orion was for sale. During one of the calls with an industry associate, I asked him how much Orion was worth? The associate told me he would help negotiate the sale price. From that discussion, I realized I did not understand the real worth of Orion.

So, JoAnn Burck, the owner of Orion, and I attended a one-day Generational Equity seminar about properly selling a business. The seminar was excellent! JoAnn & I then realized some of the complexities of selling a business properly, and if we didn't have professional help, selling Orion the wrong way could be a very high risk and cost us a lot of money in lost value.

So, with you accepting us as a client, we engaged Generational Equity to represent Orion so the process would be facilitated properly, and we would get the best price and terms for our company.

The first action item was to get the requested financial information for the business Evaluation, the "Roadmap for Enhancing Value" report, and the Confidential Information Memorandum (CIM).

JoAnn and the CPA provided the information. At the time of developing these reports, I did not realize the importance of the CIM to prospective buyers. The CIM was the foundation for the sale. The analysis of our business data and presentation in the reports were excellent. Several of the potential purchasers commented they never had so much solid information to help make the purchase proposal, plus they felt the presentation and analysis were all excellently prepared.

The next action was for the marketing team to send out a purchase notification to potential buyers & investors. Our Deal Leader, Chad Comroe, received about 60 responses from potential purchasers who signed a non-disclosure agreement and then received the CIM.

7502 W. 80th Avenue Ste. 225 ▼ Arvada, Colorado 80003-2128 / P.O. Box 745070 ▼ Arvada, Colorado 80006-5070

Phone: 303-456-6010 ▼ Fax 303-456-6681

email info@orion4value.com ▼ www.orion4value.com

Sent: Wednesday, December 20, 2023 4:48 PM

To: Julio Dominguez <jdominguez@generational.com>

Subject: We finally made it!

Julio,

It's been four years with numerous opportunities presenting themselves and we finally did it! Having finally closed on the sale of ABASCO I wanted to express gratitude for all your guidance, patience, attention to detail and diligence in the process. You brought us numerous opportunities and always thoroughly evaluated and explained the pros and cons and allowed Chuck and I to assess the deal vs. just trying to get a deal done. And anytime we pushed back you were there supporting us. It was great having you in our corner. Chuck and I realized a value 30% higher than our goal and we credit you for making that happen. Thanks again to you and the entire Generational Equity team.

Hope to see you in Houston sometime soon but in the meantime hope you enjoy the holidays and all the best for coming year.

Best regards,
Charlie

Charlie Fahrmeier

ABASCO LLC | 8561 East North Belt | Humble | TX | 77396-2915

Sent: Tuesday, November 21, 2023

To: Ahmad Behjati <abehjati@generational.com>

Subject: Thanks from Exhibit Edge

Hi Ahmad,

Thanks so much for all the work and time you have given to the successful outcome of the sale of Exhibit Edge. Once we announce the sale on November 27th, 2023 we will tell the world how Generational Equity and you truly took care of us through the years. We had no idea how much number crunching was required to satisfy a buyer.

Creating a valuation, continued updates, searching for buyers, negotiating the deal, and managing all the countless requests from lawyers, CPAs, and Buyers is a task that we are incredibly glad we did not have to tackle alone. We look back and think that without your support we would have been completely overwhelmed trying to run a business and meet all the needs that you took over for us.

Bev and I are truly grateful for all you have done.

Very Best,

Mike



Michael R. Gray

Sr. Vice President

Exhibit Edge Inc.

o 703.230.0000 x200 m 703.929.5900

4315-A Walney Road, Chantilly, VA 20151

www.exhibitedge.com





Kosmo's Q Inc.

400 S Vermont Ave

STE 128

Oklahoma City, OK, 73108

405-493-9198

Ryan Binkley - President
Generational Equity, LLC
3400 N. Central Expressway Suite 100
Richardson TX 75080

Hey, Mr. Brinkley!

I'm sharing my fantastic experience with Generational Equity. Michael and his team helped me sell a big part of my BBQ seasoning business, Kosmo's Q, to this incredible company called L2 Capital, which knows a lot about businesses like mine.

I started working with Generational Equity at the end of July 2022. They had this plan to help me get ready to sell my business. I worked with Ruben to gather all the info about my business and then with Michael and Lance to prepare to show my business to potential buyers in early 2023.

The report they made was super helpful. It showed me what to expect and how much my business could be worth. Michael and Lance guided me excellently and got my business for sale on March 20, 2023.

Guess what? Exactly eight months later, on November 20, we sealed the deal! The funny thing is I was playing golf with my friends when it happened. Michael was even on vacation with his wife but still ensured everything went smoothly.

Michael was always calm and helped me stay focused. He knew a lot about how to sell a business, which was great because I didn't know much about it. We had lots of long talks and even late-night texts. Sometimes, things got crazy, but we both believed it would happen if it were meant to be.

And it did! The process was terrific, and I'm so impressed by the people at Generational Equity. I'll tell other business owners about them.

My adventure with Kosmo's Q is still ongoing. I still own a part of it, and I'm excited to see it grow even more. Thanks to this deal, my family and I have an excellent safety net, and I've reduced my risks.

I'm thankful for the excellent team and the help I got on this journey. Michael and Lance were super dedicated, and things wouldn't have been this great without them.

Thanks for everything!

Sincerely,

Darian (Kosmo) Khosravi
Founder & CEO



**ALLOYWELD[™]
INSPECTION**

Alloyweld Inspection Co., Inc.

Bldg. 1:
796 Maple Lane
Bensenville, IL 60106

Bldg. 3:
840 Church Road
Elgin, IL 60123

Phone: **630.595.2145**

Fax: **630.595.2128**

www.alloyweldinspection.com



November 1, 2023

Ryan Binkley
President
Generational Equity, LLC
3400 N. Central Expressway Suite 100
Richardson, Texas 75080
rbinkley@generational.com

Re: Letter of Appreciation – Alloyweld Inspection acquired by Acuren

Dear Mr. Binkley:

I am writing this letter to thank you and Generational Equity for the successful sale of our company to Acuren Inspection on September 13, 2023. But mostly, I would like you to know what an exceptional job that Jon LePage did for my brother and me. It is imperative to tell you how thankful we are to have the resources of both Generational Equity and Jon on our side.

From our very first contact, Jon went out of his way for us. Initially he met with us in person to outline the process of the journey we were about to embark on. With Alloyweld being in our family for over 50 years it was a very emotional and sensitive decision on our part. Jon fully understood our position and took the time to ask us questions about our personal goals, our excitement, our fears and what our expectations were and what to expect from him. Jon was very patient, walked us through each situation and always gave us the option to choose which interests to pursue or reject. Many times, we deferred to his knowledge to help us make decisions.

Jon's experience, expertise and patience is impressive and was invaluable to us in the process. We could always count on Jon to be available to answer our calls anytime, day, night, or weekend. Over time, we felt more like old friends than business associates.

On our journey, we did have two offers that fell through at the eleventh hour. While that was upsetting to get to that point, Jon was ready to get us back in the game and calmed our fears and emotions by continuing the pursuit with his positivity and tenacity.

So, in conclusion, I would like to say thank you from the bottom of our hearts to your company and specifically, our friend Jon LePage. With the professionalism and dedication, he provided, for the last three years we have achieved the successful transition that we could only have imagined.

Respectfully,


Jennifer Anaya & Ed Piecko
Alloyweld Inspection

Cc: Michael Goss, Executive Managing Director M&A – Central US, and Jon LePage, Senior Vice President



October 31, 2023

My private meeting with Senior Managing Director Doug Morrow set the stage for a successful acquisition.

Doug stayed in touch with me from the very beginning to the very end. He made himself available throughout the entire process and even called me the day of the closing to congratulate me. This acquisition would not have been possible without Senior VP Andrew Byrd.

We were low balled in the beginning by the buyer and Andrew was instrumental in securing a very strong price for the company. Andrew was able to control the pace and actually the entire process with the buyer as well as the bank.

Both parties highly respected Andrew and looked for his direction. I look forward to continuing to work with Andrew in the future with another acquisition.

Regards,

Bill Reed
Precision Manufacturing, Inc.
Sedalia, MO



October 30, 2023

Generational Equity
Ryan Binkley, President & CEO
3400 N. Central Expressway
Suite 100
Richardson, TX 75080

Dear Mr. Binkley,

I wanted to send this letter to thank Generational Equity and specifically Don Ho, for the job done representing my company during our recent sale. I entered the process almost 3 years ago with some hesitation and reservations about the process, clearly not fully understanding the complexity of a transaction of this nature.

I met Don early in the process and expressed I was not in a hurry and that more than anything else I was curious about the process. Don clearly picked up on this and for the better part of the first years would just check in and chat about business and what our plans and expectations for our business were. He never pressured me or tried to move me into a "sell" mode.

Once the decision to move forward was made, and I started to realize how involved, time consuming, and stressful the process could become, it was when Don did what I felt was his best work. Throughout the entire process, Don kept me focused, calm, and positive. Don put our company CIM in front of the right buyers. It is so easy to overestimate what one knows about their business and think this is something that you can do on your own. I am certain that using Don resulted in me getting better value for my company than anything I could have done on my own.

I cannot overstate how important it is to have someone who knows and understands the process on your side. I look back at the amount of information, work, and detail necessary to consummate a transaction like this, and realize that despite how long the process felt, it would have been much longer without Don. His knowledge of legal matters, financial modeling, and business made the process much easier and rewarding for me.

Throughout the entire process, Don was calm, reassuring, methodical, and calculating. He never pressured me to do or accept anything that I was not comfortable with, and always reminded me that the transaction had to be what I wanted.



October 25, 2023

Mr. Doug Morrow
Generational Equity
3400 N. Central Expressway, Suite 100
Richardson, TX 75080

Dear Doug:

As you are aware, I have been approached multiple times over that last 30 years about selling my company and frankly, I never seriously considered it. In the last two years, I had three serious inquiries and decided to entertain one of them but after spending a considerable amount of time, I became uncomfortable with the potential buyer and decided I needed a professional to guide me through the process. A friend of mine highly recommended that I attend one of your seminars and I reluctantly (who wants to spend all day in a seminar) agreed. To my surprise, attending your seminar was one of the most important and productive six hours I have ever spent on my business. During the seminar, a statement was made by the presenter that really had an impact on me and that was; *"The day you open your business is the same day you should start preparing to sell your business."* All business owners should have that philosophy whether they plan to sell in four years of forty years.

We signed up with Generational in December of 2022 and began providing data to your team so they could not only grade our past performance but recommend areas that needed improvement - the analysis provided was spot on. In late May, we agreed to "take the company to market" and by mid-June, we had several interviews with potential buyers lined up. By mid-July, we had two offers from companies that both Generational and I felt comfortable with. Several times during the Due Diligence period, I realized there was no way I could have navigated the process without the help of your team and especially Julie Sandoval of Generational Equity. Julie vetted every prospective buyer prior to our interviews and attended every interview. Once we received a Letter of Intent, Julie was intimately involved with every meeting (several a week), every phone call and email (many times several a day) and was resolute in protecting our interests. To say I was impressed and very appreciative of her expertise and wisdom would be an understatement.

In summary, I am very appreciative of you, Julie, and the entire team at Generational and we could not have done it without your team of professionals.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Bob Lyles', written over a light blue circular background.

Bob Lyles
Former CEO of JBL Solutions

Support 800.624.6827
Bossier City, LA

www.jbl-solutions.com
PO Box 82609
Baton Rouge, LA 70884

Sales 800.334.1987
Lafayette, LA



Superior Industrial Supply
8525 Vulcan
St. Louis, MO 63111
P 314.638.6500 F 314.638.3110
800.783.6501 800.783.6502
www.sisupply.com

October 5, 2023

Andrew Boyd
2300 Main Street
Suite 927
Kansas City, MO 64108

Re: Letter of Appreciation

Dear Andrew,

I would like to thank you for your outstanding assistance and guidance throughout the sales process. We could not have completed the sale without your help. Your knowledge and experience showed throughout the process. Every step was handled with both professionalism and respect.

I never would have thought that the sale of a business was such a complicated and lengthy process. When I became frustrated with the process you were there to calm me and assure me that everything was moving along as planned. When it came time to meet with prospective buyers you were there to guide me and prepare me for the expected questions. When the due diligence process came I was overwhelmed. But you were there to guide me and help me complete this in a timely manner. Your timely calls to update me were sincerely appreciated.

Thanks again for everything you have done. I wish you the best of luck with future deals. Any prospective seller will be in great hands with you as their negotiator.

Sincerely,

Gary Wack



MR. FIRE PROTECTION

September 20, 2023

Rafael Plata Jr.
Owner
MR. Fire Protection LLC
1211 Holland St.
Houston, TX 77029

I have had the opportunity to work and do business with Jacob Mangalath for the past year and a half. In my honest opinion Jacob professionalism constantly demonstrated exceptional knowledge throughout the process of the acquisition. Jacob was responsive to all my concerns and took the time to explain the steps throughout the entire process. His persistence during the acquisition displayed high levels of productivity and he took the initiative to go beyond the expected parameters to his job.

I volunteered to write this recommendation for Jacob as he has garnered nothing but respect from myself and my staff. In closing, let me state that Jacob Mangalath is an outstanding asset to your institution and should you have any questions, please feel free to call or email me.

Sincerely Yours,
Rafael Plata Jr.

Sent: Monday, September 18, 2023 10:29 AM
To: Brenen Hofstadter <bhofstadter@generational.com>
Subject: Thank you

Dear Brenen,

I am writing to extend my heartfelt gratitude for the impeccable service your firm, and particularly Chris Heckert, provided during the recent sale of my company, Wave Reaction.

From the initial stages of understanding the valuation of my business, through the complex negotiations, and finally culminating in a deal that was both timely and favorable, your team showed utmost professionalism, diligence, and expertise. Chris Heckert was an invaluable asset throughout this process. His deep understanding of the M&A landscape, combined with excellent communication skills and patience, made a process that is often fraught with stress and uncertainty significantly more manageable. He “talked me off the ledge” more than once.

In addition to his technical proficiency, I was most impressed with the commitment to building a true partnership. I felt heard, valued, and respected at every turn, and that level of personal attention turned what could have been a merely transactional experience into a deeply gratifying professional journey. Albeit one that could not have ended quickly enough.

I understand that the culture of a firm flows from the top, and for that, I must extend my deepest thanks to you. Clearly, your leadership has instilled values of excellence, integrity, and client satisfaction, and these were evident in all my interactions with your firm.

I would be more than happy to recommend Generational Capital Markets to any business associates or friends looking for M&A services in the future. You have not only helped me close a significant chapter in my professional life but have also opened doors to new opportunities and possibilities.

Thank you again for your exceptional service and leadership. I look forward to potentially working with Chris (and Nydia) again in the future.

Best Regards,

Karl Malik

Sent: Wednesday, September 13, 2023 2:50 PM
To: Michael Goss <mgoss@generational.com>
Subject: Recommendation

To Whomever is Considering Generational Equity,

I'm sorry for the long winded recommendation here, but sometimes a story needs to be told. Our story has a some very low lows, and some very high highs. When we made the decision to put our business on the market for sale it was a stressful time. I didn't know what I didn't know, and that worried me. There were so many questions that were running through my mind. How do we know a price? How do we find the buyers? How do we close a deal and know the process was handled properly and there wouldn't be issues that popped up down the road?

We interviewed a few firms and I couldn't get a good feeling on those directions. I came across a website that was announcing a conference that GE was hosting. It wasn't in our area, so we flew to attend. We found the information to be very helpful, but what sold me on GE at the beginning was Doug Morrow, a Managing Director and the first GE individual I interfaced with at the conference. I am not a trusting person and the my attitude going into the seminar was to expect to be sold to like a time share. I went in with my guard up, but within the first hour I was very surprised to find someone like Doug, who I truly felt cared about the people he was talking to. I let my guard down and listened to what he had to say with an open mind. He answered all my questions and gave options that were not necessarily in GE's best interest, but were honest and raw. I really appreciated that and began to trust him more. We didn't list the business at that time because Doug thought it was a little early and we would benefit by one more year of sales. This of course was advice that cost him a new client at that time and the chance we might never come back. We buckled down and spent another year building the business and when it was time to move forward we called Doug and said let's do it!

He enthusiastically got the agreements ready and introduced us to the person who would be handling the marketing and sale. Doug was everything I thought he was when we first met. However, the story doesn't stop there. The person Doug handed us off to for the next step in the process was Michael Goss, the Executive Managing Director of M&A in the Central US at GE. Michael was excited from the beginning and brought a level professionalism to the process that gave us even more confidence everything was going to work out okay. He came to the table ready to make big things happen and that's exactly what he did!

Before I tell the end of the deal story, I want to take the time to tell you why I now consider Michael to be a great friend and someone I respect very much. About 30 days after we listed the business for sale, my 21 year old son was killed in a car accident while he was attending Tarleton University. This crushed our family and turned our world upside down. Without hesitation Michael drove out to our house and sat with me on the back porch and prayed for us.

He told us he was there and would do anything for us that we wanted, and he advised us on every possible path forward without steering us to any particular one. He was simply a counselor, and an advocate for whatever gave us the most amount of peace and comfort. Without hesitation he was willing to pull the listing and lose all the time and money GE had into it at that time. He sent so many encouraging messages of scripture and worship music, which was honestly one of the reasons I was able to make it through it. One of the songs he sent we even chose to play at our son's funeral.

This isn't a story that I wanted to tell, but one I felt I needed to. When I started this, I said we had some bad lows and big highs, so I will end it on the big high. Michael stood patiently until we were able to say let's move forward. When we gave Michael the green light he did everything he promised and more. There were late night calls and weekend visits. When all the dust settled GE had many buyers at the table, but Solo Brands stood above the rest.

They turned out to be the perfect fit and Michael negotiated the deal and got it across the finish line. We couldn't be more happy with the GE team, and there is no other firm I would even accept a phone call from to list another business of mine. I will give one piece of advise to anyone looking to list their business: not everything will go as planned, in fact most of it will not. There will be some surprises along the way, and you want your wagon hitched to a winner and someone who truly cares about your success not just theirs.

I'm sorry for the long-winded recommendation, but sometimes the person you are recommending is worth the time to tell people why. A very big thank you to GE for everything you did for me and my family.

Sincerely,
John Brinkman
CEO
IcyBreeze Cooling LLC

Pumps • Filters • Mixers
Fluid Handling Systems



E-mail: info@bphpumps.com
Website: www.bphpumps.com

Pump & Equipment, Inc.
Toll Free: 888-289-8787

Jon Lepage
Generational Equity
125 S Wacker Drive
Suite 300
Chicago, IL. 60606

September 10, 2023

Dear Jon,

It is with sincere appreciation that I write this letter to you for all of your help with the selling of my business. From the very first interaction I had with Generational Equity at the start of the process to the final closing your company was extremely helpful in ways I could not have imagined and without a doubt helped me sell my business for a lot more than I thought possible. Your particular knowledge of what buyers look for and want and the ideas on how to present this to the buyer helped me tremendously. You also went above and beyond when it became crunch time for the data and numbers and I would not have been able to do this without you and the exceptional team at Generational Equity. Your entire team made it very easy to understand the entire process from the start and made me feel very confident as time went on. I would absolutely recommend Generational Equity to anyone who is even starting to think about selling their business.

Thank you for everything you and your company has done for me and I will be forever grateful for all of your help!!

Sincerely,



Brian Hoskins

President

BPH Pump and Equipment, Inc.

Sent: Sunday, August 27, 2023 2:26 PM
To: Jon LePage <jlepage@generational.com>

Subject: You're the best! in the biz!

Hi Jon,

Now that we've had a moment to catch our breath after the sale of [MyPetCarnivore.com](https://www.mypetcarnivore.com), I wanted to be sure to let you know how grateful we are for the past year+ of tireless work & dedication you have put towards finding the right buyer for us. We feel so fortunate that you became our Deal Leader.

Your guidance, experience & attention to detail every step of the way was indispensable. As complete novices at selling our pet food business, the innumerable steps along the way were mind-boggling at times. Fortunately, you were there to navigate.

Your expertise in accounting, contract-speak & people skills were the triple threat that led us to a successful transaction. To say that you were indispensable is the understatement of the year! I'm not sure if our business was one of the stranger ones that you have sold, because you were always so comfortable for us to ask questions & for advice.

Even when our buyer seemed to lose their scruples and resort to name-calling, you remained composed, kind & professional. Thanks for being on our side, championing our cause. We know your plate is full with many others like us, and it can be difficult sometimes to "stop and take the win". We hope you do find that moment.

Know that we will always remember you. We will always be grateful for having you on our team.

Warmly,

Suzanne & Paul DiJak-Robinson
Past President & Past VP, MyPetCarnivore.com



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512-259-7676

8/2/2023

Generational Equity
Ryan Binkley, President & CEO
3400 N. Central Expressway
Suite 100
Richardson, TX 75080

RE: Don Ho, Managing Director Mergers & Acquisitions

Dear Sir:

I wanted to take a moment to express my gratitude to Don Ho and his team. I reached the decision to sell my business of 25+ years and found Don's team to handle the transaction. I had many questions and concerns regarding this move and Don had excellent answers for each of my questions and concerns.

I started the process over a year and a half ago and Don and his team helped keep it moving. I am a small business owner and knew little about what was involved in selling my business but Don knew everything I needed to know. The last year (2022) was a strong year for my company and holding off until the 1st quarter of 2023 was a smart move. The company showed an increase of over a Million dollars which helped the sales price increase as well with Don and his team's work.

I want to thank you for your help in this matter and Don's experience. I will most definitely be recommending Don Ho to other people I speak to regarding selling and buying businesses. His experience and expertise was vital to the successful completion of selling my business. I appreciated being able to reach out to him to ask questions regarding my business and listening to his take on the matters I brought to him.

Thank you,

John Van Witbeck
Owner

1231 Tech Court
Westminster, MD 21157
Phone: (410) 946-1710
Fax: (410) 265-0067
www.frconversions.com



July 10, 2023

Generational Equity
125 Park Avenue, 25th Floor
New York, NY 10017

Dear David,

I would like to express my sincere thanks to you and your amazing team at Generational Equity. From our first meeting you demonstrated your knowledge of the intricacies and complexities involved in the sale of a business and worked tirelessly to provide guidance from the first stages of preparing for a sale through the seemingly endless tasks involved in due diligence and final term negotiations all the way to closing.

All sales processes include the ups and downs, the unexpected tangles, and nights spent sweating out the small details that can be the most difficult to complete. I have always been told that I work non-stop, crazy hours and yet I do believe that you work even longer hours, dedicating yourself to each client fully. You have been available day and night, weekday and weekend always available to assist in any way. Your team pushed through impossible deadlines and referred us to strategic partners in accounting and legal services that worked on our behalf just as hard.

I believe that I have grown throughout the sale process and that I have learned much from you and your excellent staff at Generational. This process was challenging on both personal and business levels, yet you managed to balance those challenges and provide advice based on a wealth of experience.

Sincerely,

A handwritten signature in black ink, appearing to read 'Eliyahu Rosenbloom'.

Eliyahu Rosenbloom
CEO FR Conversions Inc.
erosenbloom@frconversions.com

July 10, 2023

Ryan Binkley
President
Generational Equity, LLC
3400 N. Central Expressway Suite 100
Richardson, Texas 75080

Re: Letter of Appreciation – DevLinks, Ltd. acquired by High Roads Capital

Dear Mr. Binkley:

I want to thank you and Generational Equity for handling the sale of DevLinks, Ltd. Most importantly I want to express my gratitude to the team assigned to sell my business, especially Jon LePage. I was impressed with him for the following reasons:

My first impressions of Jon was he was very personable. He broke the process down into easy steps. Jon expressed it was most important that I continue to run the company as usual and maintain profitability while he focused on marketing my business.

He was quick to learn all about DevLinks and knew almost everything after just a few meetings. So much so, that he created a CIM that represented DevLinks, in the best possible way. I was delighted with how it read and impressed with the quick interest it generated using the Generational Equity's potential buyer list.

Jon's CIM yielded over 25 interested parties, all of which he vetted. DevLinks received six LOIs. Jon was instrumental in helping me narrow this list to three very serious buyers, eventually selecting the best buyer, High Roads Capital.

Jon was amazing during the due diligence phase of this transaction. There is no way I would have gotten through it without him. I talked to him daily. Every morning we had a conversation about the game plan. I trusted that Jon had my back during the entire process.

Jon acted as a mediator between the accounting firm and the DevLinks attorney. He had daily conversations with both parties. This allowed me to focus on growing the business. I especially liked that he did not involve any of my team members, besides my bookkeeper. Confidentiality was important to me during this process and Jon respected this in every aspect.

He was extremely patient with both the buyers and myself, and maintained a professional attitude throughout the entire process, even though it took longer than expected.

If you ever need a reference, I would be happy to provide one.

Sincerely,

Robbie Devlin
DevLinks, Ltd.
Arlington Heights, IL

Sent: Wednesday, June 14, 2023 11:26 AM
To: Michael Goss <mgoss@generational.com>
Cc: Andre Farahmandi <afarahmandi@generational.com>
Subject: Thank you from the bottom of my heart Re: Aramedia Group Inc

First, happy Wednesday Mr. Goss and Andre (no, I won't call you Mr. Farahmandi because for me, you are Andre).

Mr. Goss, thanks to you, and your company I was able to fulfil my dream, which isn't only to take care of my family but to be given a chance to excel my professional career with this sale.

While I am grateful to you and the Generational Group , I really must specifically talk about Andre as he has been with me on this for the last 15 months or so. People do care what company they work with but really, they buy the individuals they work with, and Andre was a perfect match for me. This deal would have been dead at least a few times if it wasn't for Andre.

I am a man who knows what he wants and doesn't quit until he gets it. I am also a person who tends to always want more and changes his stance on things from day to day which can sometimes be irritating to the other party.

What this means is that I am not the easiest person to deal with, but Andre wasn't fazed by any of it and if he was, he didn't show it. He finds a solution to everything. Not once wasn't he able to find a solution that worked for myself and the buyer. I've met, am around and worked with many top professionals over the years, Andre is up there with the best of them.

I can sit here and write many things that I was impressed with but will share two that really made a huge difference:
Andre impressed me how he finds solutions for both parties and how responsive he is (Tuesday morning? No problem. Wednesday afternoon? No problem. Sunday night? No problem – The guy is always there).

Once again, thank you all and hopefully soon I will be bringing you another business to sell.

PS: Andre don't now start thinking too highly of yourself. I know you highly appreciate my words , so we don't want them to get to your head. Ha-ha just kidding!

And yes, Mr. Goss I am also love to joke and your company has taken a lot of my stress away so I can joke once again.

Best Regards,

AJ Arapovic
Founder & CEO
Aramedia Group, Inc.
Austin, TX



April 11, 2023

When I first contemplated a valuation of my company, it was simply a 'first step' in considering what was best for my staff and my family. The thought of ever parting with a family-owned business can be overwhelming. It is said that one's exit strategy is as important as one's start-up strategy. If that is true, I did not experience that in my journey with Generational Equity.

After what was an extensive review of every aspect of my business, I met Jacob Mangalath, who became my family and my personal representative. I explained that selling was not my first option, however, this was an important process for me to decide what was in the best interest of my staff and my family which had become one in the same. Jacob's personal style and attention to detail allowed him to truly understand not only our business and its needs, but the culture, at the center of our brands. He knew that if selling was to be an option, my staff's future and the continued high level of operations was paramount to any transaction. Jacob was a quick study of my priorities and what made my company work. As he began marketing and subsequently reviewing the immediate traffic that was generated by he and Generational, he was fully capable of vetting the incoming interests and turning away, without a waste of time or resources, those companies that would not be a fit. Subsequently, when the ultimate buyer arrived, he easily identified them and was able to convey the most important elements that would meet my family's need while fitting the buyer's expectations.

Once the due diligence began was when the real magic happened. Jacob and his team literally choreographed every stage of the transaction. He was always five steps ahead of informing us what was the 'next most important step' to ensure a successful transaction. He worked tirelessly around the clock and was in tune with each and every detail. His fearless negotiation and representation of my family could not have been better. Ultimately, the journey was informative, respectful, and memorable. Parting with my company was difficult. Jacob Mangalath and Generational Equity made the process enjoyable and could not have hand picked a better buyer to continue to care and grow my family of staff while meeting the needs of our guests for years to come.

Sincerest Appreciation,

A handwritten signature in black ink, appearing to read 'Brent Johnson', written over a circular stamp or seal.

Brent Johnson
Founder

David Fergusson
Executive Managing Director, M&A

April 14, 2023

Generational Equity
125 Park Avenue
Suite 2612
New York, NY 10017

Dear David,

We wanted to write to you and your staff to thank you for the incredible job you did selling our third generation family business.

Several years ago we realized our business would not be taken over by our children and we began the daunting task of figuring out a succession plan for Humboldt Storage and Moving, a United Van Lines Relocation Company. As you are well aware, Howard's grandfather started the business in 1905 and in 1995 I joined him as his business partner. Double jeopardy, selling a 117 year old family business run by a husband and wife team!

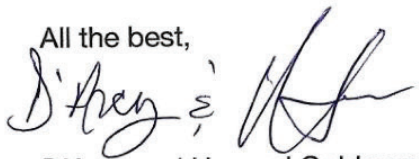
From the very first conversations you had with Howard you understood that the sale of our business was not just about the selling price. It was our hope to make a sale that left our employees with choices and our customers with new leadership that would take care of their relocation needs.

It was a 2 year roller coaster ride(thank you covid!) and in December when we closed we knew we made a good decision, our family business was in good hands and ready to begin its next chapter!

Thank you for countless hours of guidance and conversations. Thank you for bringing your incredible staff, Alex Mironov, Yazen Abusad and Brennon Dunbar in to assist us. They are a very talented group, Generational is lucky to have them!

And finally thank you for helping Howard and I step into the next chapter of our life. You kept us sane and married, no easy task! Wishing you and your staff continued success.

All the best,



D'Arcy and Howard Goldman

Sent: Monday, March 13, 2023 4:38 PM
To: Michael Goss <mgoss@generational.com>
Cc: Andre Farahmandi <afarahmandi@generational.com>
Subject: Review for Andre Farahmandi

Hi Michael

As I'm sure you know, we closed today on the sale of my business and I'm confident in saying that it wouldn't have happened without Andre.

It was a long and grueling process, and Andre was with me every step of the way. He was always available, day or night, for anything I needed and jumped on every task as quickly as possible.

One thing I'd like to point out is his composure during the rough times. Each conversation was had with a level head and zero frustration, which is inevitable in these transactions. When things went south, after my initial anxiety attack, I could talk to Andre and work through whatever issue we had.

You can use me anytime for a recommendation for Andre and he and your company will get every referral I can give moving forward.

I appreciate GE and Andre very much and am excited to move forward with the next step of my career, thanks to you guys.

If you need to reach me, please do so anytime.

Thanks

Rizwan Poonawala
Red Oak Uniform & Medical Supply
Houston, TX



1/3/2023

Working with the team at Generational Equity met or exceeded all of our expectations. They are a very professional and streamlined organization, with experts in every aspect of the M&A process.

Selling a long-established, family-owned business was a daunting prospect for us, and we knew that this was something we shouldn't attempt without the assistance of an experienced broker.

After attending one of Generational Equity's highly informative seminars, we made the decision to engage them for the sale of our company. It was obvious from the beginning that they had knowledge, expertise and resources that we didn't, and access to a potential buyer pool that we would have never found.

We quickly realized that there are a myriad of things that owning a company doesn't teach you about selling one. Their team, step by step, guided us through the matrix of the "right" way to market and ultimately close on the sale of our company to a buyer that suited us, for all practical purposes, perfectly.

They remained true to their commitment, follow-up, their resources, and brokerage fees from beginning to end.

We would highly recommend Generational Equity to anyone who is planning to sell their business, and we would like to extend a special thanks to the Managing Director who led us through our sale, Jack Sluiter.

Rodger and Kristen Shamblin
Former owners of Diversified Systems, Inc.
Knightdale, NC

**My wife said, “You better get
a plan. And, you better get
one quickly.”**

Mike Aman

Former Owner

One Source Communications

WATCH MIKE’S STORY AT



LOCATIONS & CONTACT **INFORMATION**

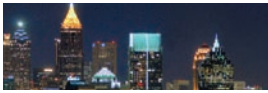


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TALK TO A GENERATIONAL PROFESSIONAL TODAY

Our team of M&A advisors, financial planners, investment advisors, growth consultants, and valuation professionals are on hand to help with your inquiry. Learn more about growing and exiting your business for maximum value by contacting Generational Group.



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