

ORG: A Unique Partnership Approach for Business Owners and Management Teams

Owner Resource Group (ORG) is an Austin, Texas-based private investment firm founded to bring superior, enduring results to privately held businesses primarily in the Manufacturing, Distribution and Business Services industries. We partner with business owners and management teams, leveraging our shared values to help you achieve your unique goals and objectives.

Whether you're looking to add a capital partner to fund expansion and acquisitions, make a full or partial exit or create an ownership opportunity for management, ORG works closely with your team to structure a transaction and develop a long-term, disciplined strategy to position your company for an exceptional outcome.



ORG is ideally suited to partner with and support businesses with the following aspirations:

- Business owners and management teams seeking a capital partner to help accelerate the disciplined growth of their business
- Business owners hoping to achieve a full or partial exit
- Businesses looking to expand their capabilities, offerings or geographic reach (through organic growth or by acquisition)
- Management teams that would like to establish or increase their ownership in a business



We seek to invest in companies with exceptional, experienced management teams and the following characteristics:

- **Size:** EBITDA greater than \$5 million
- **Geography:** Headquartered in the U.S. or Canada
- **Industries:** Primarily Manufacturing, Distribution and Business Services.
Note: we do not invest in Software, Real Estate, Oil and Gas Exploration or early-stage ventures.

Seller's Dilemma: How Do I Achieve My Objectives?

When contemplating an exit (full or partial) or bringing in fresh capital, many business owners will often hire an intermediary such as an investment bank to "market" their business to a broad set of potential buyers, including competitors (strategic acquirers) and private equity firms. While working with organizations like these can often help owners achieve liquidity and meet some of their short-term goals, it will often come at the expense of creating disruption in the business, as word can get out that the company is for sale. Additionally, business owners often find their lack of control over the process and the difficulty in creating a deal structure that fits their specific personal and business goals to be frustrating.

By contrast, ORG works only on a direct basis with business owners and management teams. This collaborative, relationship-based approach means we'll work closely with you to create a solution customized to your specific, desired outcomes while using the utmost discretion and minimizing disturbance in your day-to-day business. In short, your priorities will dictate the path we take together.

Take a closer look at the differences between using an intermediary (the standard way that private equity firms find their investment opportunities) and working directly with a relationship-based partner like ORG.

	Intermediary/Investment Banking Process	ORG Process
Summary	The investment banking process places a heavy emphasis on short-term success (maximizing immediate value).	ORG focuses on positioning your company for long-term growth and collaborating to create the most overall value. This can only happen by developing a direct relationship.
Approach	Shotgun: If engaged, an intermediary is incentivized to market your company to as many prospective buyers (qualified or otherwise) as possible, resulting in a solution geared as much toward the banker's goals as yours.	Rifle: ORG works directly with you to invest our capital in your business and create a customized solution that meets your specific needs.
Motivation	Buyers—private equity firms and strategic acquirers alike—typically prefer to buy 100% of your business.	Collaborating with ORG is ideal if you and/or your business partner(s) seek to sell a majority of your business, but remain invested to steer the company toward future growth opportunities and enjoy additional upside.
Cost	Investment bankers are incentivized to get the deal closed (regardless of whether it is good for you) so they can get compensated and move on to their next transaction.	ORG's primary compensation occurs at the successful future sale of the business. As a result, we are aligned with you and focused on long-term value creation.
Timing	6 to 12 months to close	4 to 8 months to close
Intangibles	Unknown. During the investment banking process, the identity of the buyer and their plans for your business, are not revealed until late in the process.	ORG listens to what you want to accomplish, and then supports your existing executive team, providing equity to align everyone's interests, as we work together to accelerate profitable growth.
Privacy	Because your business is being broadly marketed, it is likely that your customers, suppliers, competitors and employees may know you are for sale.	ORG works under strict confidentiality to avoid any unwanted attention to your business and its ongoing operations.
Disruption	The process of opening up your company to a broad array of suitors can be very disruptive and time-consuming to your business and your team. Competitors will find out and employees will often become concerned about the change.	As your direct partner, ORG works with you and your team in order to conduct our diligence in a manner that ensures your team is able to focus on its core business with minimal disruption and utmost confidentiality.
Success Rate / Outcome	The process usually yields a buyer, though the targeted valuation and actual proceeds may differ materially from the original offer. A busted deal, or the decision not to sell, can be particularly harmful given the visibility, duration and disruption of the process.	ORG works directly with you to create a customized solution with a high degree of success and all parties feeling good about the transaction. You and your team know exactly what you are getting – a partner focused on disciplined growth.
Proceeds	An investment banker can sell your business for a one-time payment (though it's unlikely to be as high as the banker initially indicated) with little or no additional proceeds. Their success varies based on the quality of the banker as well as market conditions and does not always result in an optimal outcome after their fees.	ORG works directly with you to structure a transaction that both provides immediate liquidity and maximizes long-term value for you and other equity holders.

Considering an exit or looking for a partner to help grow your business? Learn more about Owner Resource Group and its unique partnership approach by visiting www.orgroup.com today.