

Seneca Creek

Seneca Creek Partners LLC is an entrepreneurial investment firm based in Atlanta, Georgia. Our sole focus is the acquisition and management of a single high-quality company. We are concentrated primarily on service-based businesses and are looking to make a controlling investment in a closely-held private company with annual revenues of \$10 to \$30 million. Seneca Creek represents the capital and expertise of an accomplished group of entrepreneurs, operators, individual and institutional investors.

At Seneca Creek, We Are Guided By:

A Belief in Genuine Partnership

Seneca Creek is structured to provide business owners with a comprehensive and straightforward succession plan. We work directly with business owners to acquire your business, provide necessary capital and manage the company after the purchase. We are entrepreneurs and do not rely on middle-men.

A Desire to Balance Business Continuity with a Transition for Growth

We are committed to working with business owners to ensure that the company's transition is seamless and causes little interruption to customers and employees. Only once this is achieved will Seneca Creek implement its strategy to position the company for future growth. Seneca Creek's experience operating businesses and managing business successions provides you with the knowledge that your business, its employees and its reputation are primed for continued success.

A Focus on Long-Term Value Creation

We are entrepreneurs. We recognize that successful businesses take time to build. Our operators and investors do not impose artificial investment horizons on the companies that we invest in. Alternatively, we seek to grow businesses over the long-term. Our approach informs the strategy for our businesses and the capital we commit to their growth. We believe that our approach leads to healthy businesses poised for sustainable growth.

A Commitment to Transaction Terms Aligned With Business Owners Objectives

Our firm's flexibility enables us to accommodate your unique objectives during the sale of your business. Whether it is timing, deal structure, tax planning, post-acquisition involvement, retaining a stake in the business, or a complete exit from the business, we will work with you to achieve your goals while ensuring minimal disruption.

Investment Criteria

Seneca Creek takes a disciplined approach to identifying, acquiring, managing and ultimately exiting its operating businesses. We have specific investment criteria that guide our investment decision making process.

- \$10-30 million in revenue
- \$2-5 million in pre-tax profit
- 15+% pre-tax profit margins
- 3+ years or profitable operations and positive cash flow
- Significant recurring revenue

Management Transition Options

Every business transition is unique. Our goal is to develop a transition provides the best outcome for you, your employees, your partners and your customers.

- Transition out of day-to-day operations
- Focused role (e.g. sales)
- Retain equity stake (we acquire 80-100%)
- Need for experienced partners
- Divestiture from a larger firm

PLEASE CONTACT US IF YOU WOULD LIKE TO EXPLORE LIQUIDITY OPTIONS WITH SENECA CREEK PARTNERS

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