

# SOUTHFIELD

## True Partners

Southfield Capital is a private equity firm that partners with exceptional, growing companies in the lower middle market

## Investment Focus



Partnership-first model  
and strong alignment with  
leadership



Profitable,  
growing business



First  
institutional capital



Non-discretionary  
services that are critical  
to the customer



3x+ organic and  
acquisition growth  
potential



Opportunity for  
value creation

Southfield Capital has focused on control-oriented investments in entrepreneur built, business services companies since 2002. We work collaboratively with management teams to accelerate organic growth and implement targeted add-on acquisition strategies with the goal of at least tripling the size of the businesses. Having raised more than \$1.5 billion to date, Southfield is currently investing out of its flagship fund, Southfield Capital IV.

## Investment Criteria

### EBITDA Criteria

**\$4 - 20MM**

*Add-on acquisitions  
can be smaller*

### Sector Focus

**Business  
Services**

### Investment Size

**\$20 - 125MM**

*Add-on acquisitions  
can be smaller*

## Example Industries of Interest



Commercial &  
Facility Services



Financial &  
Insurance Services



Environmental &  
Industrial Services



Tech-Enabled Services



Professional Services



Logistics Services

### Greenwich, CT (HQ)

140 Greenwich Avenue, 4th Floor  
Greenwich, CT 06830

### Bellevue, WA

13555 S.E. 36th St., Suite 100  
Bellevue, WA 98006

### For more information or investment opportunities:

Jason Perlroth or  
[www.southfieldcapital.com](http://www.southfieldcapital.com)

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## Current Equity Investments



**Alba Wheels Up**  
Logistics Services  
Valley Stream, NY

Alba provides customs brokerage, freight forwarding, trade compliance and other logistics services enabling its clients to efficiently move goods into and out of the United States.  
**Add-on Acquisition Strategy:** customs brokerage, freight forwarding, trade and regulatory compliance and related logistics services companies



**Business Development Resources (BDR)**  
Business Coaching Services  
Seattle, WA

BDR is a business coaching and training organization providing strategy, accounting and marketing services to field services contractors and distributors.  
**Add-on Acquisition Strategy:** business coaching and training providers in the HVAC services industry and related verticals such as electrical, plumbing, roofing, landscaping and other blue-collar trades



**Contextual**  
AI Solutions Provider  
Guilford, CT

Contextual is an AI solutions provider that rapidly deploys cost-effective, enterprise-grade AI solutions for any process, data, AI platform, business operating system, or industry, allowing Contextual to provide virtually any SMB with robust end-to-end work process automation.



**Franchise FastLane**  
Managed Franchise Services  
Omaha, NE

Franchise FastLane is a franchise sales organization that provides high value services to emerging franchisors through its proprietary technology, including franchisee program development, prospect recruitment and qualification, communication and tracking, deal closure and onboarding.  
**Add-on Acquisition Strategy:** franchise sales organizations and franchisor/franchisee service businesses



**Kelvin Group**  
Industrial Facility Services  
Wilmington, MA

Kelvin is an industrial refrigeration and HVAC company that provides a broad range of mission critical services, including system design and installation, service, planned maintenance and compliance.  
**Add-on Acquisition Strategy:** industrial refrigeration, mission critical HVAC and related compliance services companies



**Milrose Consultants**  
Building and Municipal Consulting Services  
New York, NY

Milrose is a provider of outsourced compliance solutions that offers a diverse portfolio, including building code and zoning, permit expediting, regulatory filing, special inspections, due diligence, and other services to clients across a variety of sectors.  
**Add-on Acquisition Strategy:** building compliance and inspection services companies



**Osprey Landscape Group**  
Landscaping Services  
Hillsboro, OR

Osprey is a leading landscape management company offering a range of maintenance, enhancement, and snow/ice services to commercial, industrial, and HOA clients across the United States.  
**Add-on Acquisition Strategy:** providers of commercial landscape maintenance, enhancements, installation and water management services located in the South, West and Southwest U.S.



**Property Management Holdings**  
Property Management Services  
Clearwater, FL

Property Management Holdings is a full-service property and association management company providing property management, financial / treasury services, and maintenance services for HOAs, condominiums, residential high rises, townhomes, and commercial buildings.  
**Add-on Acquisition Strategy:** property management companies across the Southeast U.S. and related ancillary service providers to HOA and condo association clients



**Protos Security**  
Managed Security Services  
Daleville, VA

Protos provides security guard and related solutions through its proprietary technology system which enables clients to outsource the administrative burden associated with onboarding, managing and tracking thousands of guards working for dozens of vendors across hundreds of locations.  
**Add-on Acquisition Strategy:** tech-enabled physical security, contract security guard & off-duty officers, video monitoring and access control companies



**Total Fleet Solutions (TFS)**  
Fleet Management Solutions  
Perrysburg, OH

TFS is a provider of outsourced material handling fleet management solutions for customers across the United States.  
**Add-on Acquisition Strategy:** racking and automation service providers, on-site fleet maintenance technicians, and warehouse service providers

## Senior Investment Professionals

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