



BACKGROUND & EXPERIENCE

Eagle Merchant Partners is a private equity firm headquartered in Atlanta, GA. Eagle invests in lower middle-market Consumer and Commercial Services companies primarily in the Southeastern U.S., with a focus and expertise in franchise businesses.

We look for opportunities to partner with founder-owners and exceptional management teams that want to accelerate the growth of their company.

Eagle is now investing out of its inaugural fund, Eagle Merchant Partners I, L.P.

INVESTMENT CRITERIA

GEOGRAPHY

- Focus on companies with operations in the Southeast including Texas









FINANCIAL

- Company EBITDA: \$2 - \$20 million
- Equity Check Size: \$10 - \$50 million

TRANSACTIONS

- Family-owned transition
- First institutional capital
- Recapitalizations
- Growth capital
- Industry consolidation, add-ons
- Carve-outs

INVESTMENTS

 <p>Franchisee of garage, electric, and plumbing home services</p>	<p>TCB Services</p>  <p>Franchisors of cabinet and furniture restoration and home inspection services</p>	 <p>Commercial roofing and waterproofing services provider</p>	 <p>Operator of auto collision repair shops</p>	 <p>Franchisor of health and safety services</p>
 <p>390+-unit franchisor of kids coding centers</p>	 <p>Operator and developer of premium, express car washes</p>	 <p>Designer and manufacturer of recreational surfacing products</p>	 <p>Largest Planet Fitness franchisee with 168 locations</p>	 <p>150+-unit fast-casual restaurant franchisor</p>

CURRENT

EXITED

INDUSTRIES & SECTORS OF INTEREST

CONSUMER SERVICES

- ✓ Differentiated multi-unit brands in growing sectors
- ✓ Recurring, non-discretionary services
- ✓ Scalable operating models across multiple markets
- ✓ High margin unit-level economics
- ✓ Multiple paths for growth: add-on acquisitions, unit expansion, and existing performance improvement

COMMERCIAL SERVICES

- ✓ Recurring, non-deferrable facility & industrial services
- ✓ Growing industries with stable, non-cyclical end markets
- ✓ Engineering or process differentiation
- ✓ Scale benefits from organic growth, add-on acquisitions, or vertical integration

FOCUS AREAS

RESIDENTIAL SERVICES

- ✓ Break / Fix
- ✓ Landscaping
- ✓ Restoration
- ✓ Repair & Remodel
- ✓ Roofing

HEALTH & WELLNESS

- ✓ Med Spa
- ✓ Removals
- ✓ Salon Services
- ✓ Fitness
- ✓ Multi-Unit Wellness

FACILITY SERVICES

- ✓ Mechanical Services
- ✓ Roofing
- ✓ Cleaning
- ✓ Landscaping
- ✓ Fire & Life Safety
- ✓ Access Controls

INDUSTRIAL SERVICES

- ✓ Infrastructure Services
- ✓ Utility, Water, and Transportation Services
- ✓ Environmental Services
- ✓ Testing & Inspection
- ✓ Engineering & Consulting

AUTOMOTIVE

- ✓ Repair & Service
- ✓ Parts & Equipment
- ✓ Enthusiast
- ✓ Auto Manufacturing
- ✓ Car Wash

FRANCHISE

- ✓ Franchisors
- ✓ Franchisees
- ✓ Consumer, Commercial Services

OTHER

- ✓ Industrial Components & Equipment
- ✓ Building Products
- ✓ Chemicals
- ✓ Outdoor Living Products
- ✓ Specialty Packaging
- ✓ Niche Manufacturing

INVESTMENT PROFESSIONALS

Stockton Croft, Partner

scroft@eaglemerchantpartners.com

Bill Lundstrom, Partner

blundstrom@eaglemerchantpartners.com

Brady Sumner, Vice President

bsumner@eaglemerchantpartners.com

Katie Stapleton, Vice President

kstapleton@eaglemerchantpartners.com

Zack Taylor, Vice President

ztaylor@eaglemerchantpartners.com

Drew Foster, Senior Associate

dfoster@eaglemerchantpartners.com

Jake Rubenstein, Senior Associate

jrubenstein@eaglemerchantpartners.com

Eagle Merchant Partners

3060 Peachtree Road - Suite 970, Atlanta, GA 30305

www.eaglemerchantpartners.com