



Pursant

INSPIRED PURSUIT

PURSANT HELPS BUSINESS OWNERS GROW THE VALUE OF THEIR COMPANIES AND MAXIMIZE THAT VALUE WHEN THEY EXIT.





It is my privilege to make this introduction to Pursant, LLC.

We are a professional services firm with business units specializing in Executive Search, Investment Banking and Strategic Advisory services. We recruit talent, pursue investment banking solutions and develop business optimization strategies—vital, integrative initiatives for which you may not have the time, manpower or competencies.

The depth of our approach sets us apart. We immerse ourselves in your business and leverage our industry intelligence, deep network and experience as business owners and operators to meaningfully impact the trajectory of your business.

I founded Pursant because I learned from experience as an owner-operator that staying out of the weeds is essential to explosive growth and profitability; but finding the discipline to stay strategic is challenging when faced with daily operational matters.

Pursant becomes your discipline. Our team helps you fundamentally improve the value of your business by pursuing solutions to your most pressing strategic concerns.

I'm proud to say that we're quite good at this. A key reason why: we spend as much time learning and internalizing your business as would a new senior level hire at your firm. We never recommend or act until we truly get it.

We look forward to demonstrating how we can become an invaluable extension of your team. I invite you to explore further and to contact me directly any time at 847.229.7000 for a confidential discussion.

Kind Regards,

Mark Herbick
President & Founder





PURSANT IS AN EXTENSION
OF YOUR BUSINESS EXCLUSIVELY

**FOCUSED ON
THE BIG PICTURE.**

The most pressing strategic and operating business concerns are also the ones many Firms sidestep. The hunt for leadership talent, growth capital, acquisition targets and the right buyers demands time, manpower and expertise.

Pursant was established with a singular goal: to pursue solutions to key strategic challenges, however daunting or elusive.

We are an extension of your FIRM, taking on initiatives in executive search, investment banking and strategic advisory. We dig deep to know you, understand your business and internalize your culture, then custom-FIT our approach accordingly. Powered by an exceptional team with deep client-side experience and a broad industry network, Pursant delivers results as no other FIRM can.

Our name is derived from Latin and Sanskrit terms that, when combined, imply “to excel at pursuit.” Your greatest challenges are our calling.



WE PURSUE
SOLUTIONS TO
KEY STRATEGIC
CHALLENGES,
HOWEVER DAUNTING
OR ELUSIVE.

PRACTICE AREAS

Executive Search

Pursant's Executive Search practice can improve your company's growth trajectory by putting the right people in strategic positions.

Investment Banking

Pursant's Investment Banking practice helps you navigate strategic Financial transactions—whether you are sourcing capital, a buyer of businesses or a seller of your own—as a trusted strategic partner and discerning intermediary.

Strategic Advisory

Pursant helps your company prepare for and maximize the value of an eventual sale, position your Firm to become a successful acquirer or simply operate more profitably.

Read on to learn more about our practice areas.



FOCUS

INDUSTRIES

BY GOING DEEP WITH EVERY CLIENT, PURSANT HAS DEVELOPED EXPERTISE IN NUMEROUS INDUSTRIES.

We pursue solutions to challenges related to talent recruitment, business acquisition, transfer and financing and growth and profitability, for businesses that deliver a wide range of services, including:

- Business Services
- Building Services
- Facility Services
- Janitorial Services
- Recycling
- Landscaping
- Construction and Construction Management
- Paving, Concrete and Related Services
- Security
- Roofing
- Manufacturing

As the firm grows, we apply our proven approach to select business service sectors and industries beyond our core market as well.



EXECUTIVE SEARCH

RELENTLESS PURSUIT OF THE RIGHT TALENT TO FILL KEY LEADERSHIP ROLES.

Your company can change its growth trajectory by doing one thing: putting the right people in strategic positions.

But the task is daunting. You operate in a niche industry. The skills and experience you seek are quite specialized. You might see some candidates, but no one seems to be a fit. Other operating concerns take priority, and your firm continues rowing without an oar.

Pursuing that perfect candidate is a science and an art, and it is our specialty.

This is easy for search firms to say, but far more difficult to execute. Pursant has advantages that enable us to present you with an unparalleled slate of qualified, proven high performers in sync with your needs:

1. Deep insight into your business
2. Experience managing senior level talent recruitment in your industry from both sides of the table
3. A tenacious approach to networking with talent and connectors in the marketplace
4. A proven process for assessing and attracting talent

Pursant sources passive candidates: those that are gainfully employed and at the top of their games. Such leaders are elusive and often very reluctant to accept an initial discussion directly with an employer. Pursant makes it our business to identify and pursue the top talent in the industry and persuade the best matches to consider employment with our clients. This high quality candidate pool we develop makes the difference between a good strategic hire and an exceptional strategic hire.

EXECUTIVE SEARCH PROCESS

WE PURSUE EXECUTIVE TALENT USING A THOROUGH, PROVEN PROCESS.

Deep Dive

We work to develop a deep understanding of your business model, people, culture, values and desired outcomes and truly internalize this knowledge. Any firm can match resumes to position profiles. Pursant takes the time to make sure the cultural fit is right.

Team Assembly

Knowing more about your firm's personality and management styles, we hand-pick the search team for your project. We'll assign an executive lead with extensive recruiting experience in your industry and/or in adjacent industries, and we'll identify the right search specialists to add manpower to the team.

Search Strategy

Using insight from our deep dive, we develop a profile of the ideal candidate and a roadmap to attain a slate of such talent, for your approval.

Extensive Networking

We leverage our firm's proprietary talent database, broad network of executives, influencers and connectors, and conduct industry and functional research, to identify a strong pool of prospective candidates that align with your leadership needs.

Candidate Screening, Interviewing and Assessments

We take a number of steps to whittle down the field of prospects to the very best choices for your business: telephone interviews, benchmarking, personal interviews and various assessments.

Candidate Presentation

We assemble detailed executive profiles and interview guides for your review. We coordinate the interviews and solicit your feedback. We check references and arrange for any follow-up interviews, meetings or site visits.

Offer Preparation and Presentation

We provide guidance should you be uncertain about the best choice. We help you assemble an offer and negotiate as needed. We provide counsel on relocation matters and on-boarding assistance.



CASE STUDY

Janitorial services firm had been through 5 SVPs in 8 years.

Pursant found fundamental flaws in the hiring and management process; identified the right leader in 2 months.

CHALLENGE

A \$250M janitorial services firm was seeking a senior vice president of sales and marketing, with little luck. The company first tried to conduct the search on its own, then engaged several search firms. Neither approach was fruitful. The firm's CEO called on Pursant to tackle the challenge.

INSIGHTS

Pursant's team found an important clue while conducting its Deep Dive: in the past eight years, five different people had held this leadership role, and none was successful. Pursuing this area of inquiry deeper—asking what happened to each person and why—helped the team to identify critical issues in the client's hiring and management processes. The position profile inaccurately defined the responsibilities and skills required. The reporting structure was awkward. There was little organizational support for sales and marketing initiatives, but extremely high expectations. And the hiring manager (in this case, the owner of the company) was, quite simply, not an effective people manager. Collectively, these problems set up each hire to fail.

SOLUTION

Pursant took steps to help the janitorial services firm address these flaws. Because of the historical issues with retention in the SVP position, Pursant brought in its industrial psychologist to pursue the people management challenges with the hiring manager. These sessions, combined with leadership effectiveness exercises, gave the executive tools and skills to improve future people management experiences. Because of the time devoted to its Deep Dive, Pursant's team had extreme clarity around the competencies and behaviors needed in a successful hire, and was able to swiftly write an effective position profile and fill the position in just two months—30 days ahead of schedule. The new executive has been a great fit and because of strong performance, Pursant has been engaged to conduct more executive search work for the client.





INVESTMENT BANKING

RELENTLESS PURSUIT OF INVESTMENT BANKING SOLUTIONS THAT CREATE MAXIMUM VALUE FOR OUR CLIENTS.

Pursant's Investment Banking practice has advantages that enable us to guide you through a variety of Investment Banking transactions—as a trusted strategic partner and discerning intermediary.

Sellers—What is your firm worth today? How can you increase its value? How do you bring the right buyers to the deal table and maximize the value of your business when you exit?

Buyers—You can boost the value of your company by complementing an effective organic growth program with a well-planned and executed merger or acquisition strategy, but do you have the bandwidth, expertise and industry connections to make this happen?

Owners and Finance Leadership—You can recapitalize your business to grow and operate more profitably, but do you know the best parties from whom to source senior, junior and mezzanine debt or equity? Do you know how to maximize the deal structure?

Senior Executives—You can build your net worth faster by acquiring all of or a large part of the company you work for. Who are the ideal financial backers to make this possible and how do you structure the deal?

These types of questions and business transactions can be mystifying and the uncertainties can paralyze even the most sure-footed firms.

Pursuing a successful, profitable transaction is a science and an art, and it is our specialty.

We leverage deep insight into your business

We believe that no business transaction can be successful without a first-hand understanding of the business itself. Some advisory firms think this kind of insight can be conveyed through market research and executive interviews alone. We dig deeper, spending time in your business, with your people, participating in operations until we really get it. We internalize your culture, values and objectives to develop a clear picture of your assets and the missing pieces.

We have an inside track on the ideal parties to bring to the table


We reach far and wide into our network of executives, influencers and connectors to stay informed about who best to bring in to our transactions. We're creative, too. We consider less conventional paths that may offer intriguing alternative possibilities. We'll swiftly and resolutely pursue multiple avenues until we arrive at the right opportunity for your firm.

We have successfully bought, sold and financed businesses of our own

Our Investment Banking expertise was earned through years of being on both sides of the table, developing thriving businesses in industries like yours through acquisitive and organic growth. Our team has amassed years of assigning value to companies, assessing and approaching targets and managing the transaction process. We've developed a sixth sense about the potential for alignment between sellers and buyers and principals and investors.



VALUE ACROSS THE DEAL CYCLE



We pursue completed transactions using a thorough, proven process. Pursant adds value by managing all phases of the deal cycle including:

Confidentiality

Without the involvement of a professional intermediary like Pursant, anonymity and confidentiality in the M&A arena is very difficult to attain.

Deep Dive

By investing the time necessary to really get to know your business, we are well prepared to bring compatible parties to the transaction process.

Team Assembly

An executive lead with first-hand experience in your industry and/or in adjacent industries will be paired with a Pursant Associate and Analyst with the required specialized skills.

Strategy Development

We work with you to develop a deal strategy that yields the ideal transaction outcome.

Business Valuation

It's important that our clients enter the sale process with a clear understanding of the valuation possibilities, allowing them to make informed investment decisions.

Target Pool Development

Finding buyers and sellers can be an elusive process—especially in fragmented industries. Pursant excels at this search. We leverage our firm's proprietary database, broad network of executives, influencers and connectors, and conduct industry and market research to identify ideal buyers and sellers.

Transaction Negotiation and Structure

In negotiations, being anxious or making emotional decisions often can lead to a poor outcome. Dealing with a professional intermediary like Pursant removes those risks and increases the chance of closing a deal that is priced and structured right.

Due Diligence

We oversee parties performing the due diligence process to make sure things are moving smoothly. If issues arise, Pursant will step in to determine the best course of action, help with resolution and diffuse any tensions that may arise, keeping relationships intact and the transaction moving efficiently.

Deal Cycle Documentation & Close

Pursant will help design and review NDAs, IOIs, LOIs and definitive agreements for execution. Our involvement in this phase keeps the legal process moving efficiently, often saving our clients thousands of dollars in unnecessary professional fees and helping to achieve a successful close.

Transition & Integration

Bringing two cultures together can be very challenging, but is vital to the ongoing success of the acquired business. Pursant ensures that all parties have clarity on how to navigate this process. We help craft a plan to effect smooth operations after the transaction is complete.



CASE STUDY

Fast-growing facility services conglomerate sought a new acquisition.

Pursant helped diffuse heated discussions to broker a deal that was a perfect fit.

CHALLENGE

A \$180M diversified facility services firm had an aggressive growth strategy: the firm sought to acquire a new business within six months. Pursant was engaged to identify acquisition candidates in the roofing industry—a targeted area of growth—and lead the client through the acquisition process.

INSIGHTS

Pursant quickly narrowed the pool of potential deal candidates to several promising parties, and moved to the negotiation phase with the company with the best strategic and financial fit. During negotiation, Pursant helped intermediate and diffuse challenging discussions between parties that might have derailed the deal or irreparably damaged the relationship had they been conducted directly. By removing stress, smoothing over emotions and ensuring clear communication, Pursant enabled buyer and seller to reach a mutually beneficial agreement and close the deal in an accelerated fashion.

SOLUTION

Many M&A firms can help execute transactions, but most miss the importance of the softer side of the deal. Typically, merger discussions start out cordial and then there is erosion: the seller becomes emotional; the buyer becomes suspect. Pursant knows that buyer and seller will need each other post close, and makes expert management of relationships a key part of its arsenal.





RELENTLESS PURSUIT OF THE MISSING PIECES NEEDED TO ACHIEVE MAXIMUM VALUE

STRATEGIC ADVISORY

RELENTLESS PURSUIT OF THE MISSING PIECES NEEDED TO ACHIEVE MAXIMUM VALUE FOR YOUR BUSINESS.

You hope to sell your company—now or someday—but the value of your business isn't quite where you'd like it to be...perhaps due to a weak sales pipeline, low productivity or just overall margin compression. Maybe you intend to grow by acquisition, but lack the management talent or operational structure necessary to properly integrate acquisitions. Or, maybe your goal is to just operate more profitably and with less ownership and management fatigue.

Pursant can help. Our Strategic Advisory team and Optimization experts are adept at analyzing all aspects of a business, identifying strategic and tactical issues and then building customized solutions and roadmaps designed to improve stability, productivity, profitability and ultimately, enterprise value. Whether your goal is to set your business up for long term acquisitive growth, attain maximum value in a sale or just have a healthier company, it is critical to engage the right partner and start planning now. Having the right people and the right strategy can make the difference between nominal improvement and a fundamental shift in the value of your company.

Partnering with you to prepare your business to be sold at maximum value, be a successful acquirer or simply operate with greater sustained success and profitably is our specialty.

To ready your business for such goals, whether short or long-term, Pursant can help your organization with:

- Talent Acquisition
- Operational Efficiency
- Margins and Profitability
- Business Development Strategies
- Geographic Expansion
- Debt Restructuring & Sourcing Financing Options
- Turnaround Advisory





CASE STUDY

Janitorial services firm was struggling to generate topline revenue growth.

Pursant identified why and helped right the ship.



CHALLENGE

A \$35M janitorial services firm was not growing. The company had an experienced sales team in place, led by a respected director of sales, and yet topline revenue was trending flat, if not declining. Pursant was brought in to shed light on this performance problem.

INSIGHTS

By conducting a Deep Dive and evaluating sales data, Pursant identified a revealing fact: the company's salespeople had a "transactional" approach to selling: they were very capable at generating revenue from "quick purchase" clients, but ineffective at value oriented "consultative" selling. Growth had slowed to a halt. The team was not equipped to sell at a strategic level and show how the firm could add value..

SOLUTION

Pursant helped the janitorial services firm design and execute a sales strategy, which included developing detailed plans for penetrating targeted verticals, market share goals, sales pipeline metrics and more. In order to equip salespeople to effectively differentiate in a commoditized market, Pursant also developed a compelling value proposition for the firm. Finally, Pursant helped the firm build a new sales team, starting with the hiring of a new Director of Sales. Since implementing these changes, the client's sales have risen significantly and they have a robust sales pipeline.



TELL US ABOUT YOUR BUSINESS AND HOW PURSANT CAN BE OF SERVICE...

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