



CRESSWELL CAPITAL

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Cresswell Capital, LLC is a private investment firm with a seasoned team focused on acquiring a single, profitable and scalable company. Founder [Kenny Greer](#) and his business partner, [Jim Barnocky](#), aim to partner with management teams & preserve the legacy of retiring business owners while injecting fresh perspectives to unlock full potential and guide the company towards its next chapter of success.

PLATFORM OVERVIEW

Capital Base:	Personal funds combined with capital from family offices, high net worth individuals, and banks
Differentiation:	We're investor operators that will roll up our sleeves to serve at any level of an organization
Speed to Close:	We know what we like, we diligence fast, & we pay up for great companies
Owner Profile:	We like working with owners preparing for retirement or serial entrepreneurs ready for their next venture
Deal Terms:	Flexible deal terms driven by the seller's needs and focused on a timely close

ACQUISITION CRITERIA

- Southwest and/or Rocky Mountain U.S.
- Privately Owned
- \$3-7MM EBITDA
- Recurring Revenue
- Historical Profitability
- High Free Cash Flow
- 10+% revenue CAGR
- Loyal customers and employee base with low concentration risk
- Strong management

COMPANY ATTRIBUTES

- Leader in niche market
- Significant organic growth potential
- Recession-resilient
- Diverse products, markets, and customers
- Add-on acquisition potential
- Barriers to competition

VENTURE PARTNER

Cresswell Capital is backed by Newpark Ventures, a private equity sponsor founded by [Elliot Rohde](#), a serial entrepreneur & investor that has led multiple acquisitions of private and public companies over the last 20 years.



Elliot is an M&A strategic advisor who invests in lower middle market businesses. His primary focus is on determining the best fit and developing a structure that works for both buyers and sellers.

INDUSTRIES

- Business services
- Environmental Services
- Government Services
- Light manufacturing
- Distribution & Logistics
- Industrial
- Direct-to-Consumer
- Business-to-Business
- Consumer Products

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