



# CRESSWELL CAPITAL

[www.cresswellcapital.com](http://www.cresswellcapital.com) | [kenny@cresswellcapital.com](mailto:kenny@cresswellcapital.com) | 434.409.0187

Cresswell Capital, LLC is a private investment firm with a seasoned team focused on acquiring a single, profitable and scalable company. Founder & Managing Partner [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 well 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

- Based in Virginia, California, & Colorado
- \$2-7MM EBITDA
- 15%+ EBITDA Margins
- Recurring Revenue
- Historical Profitability
- 15+% revenue CAGR
- Owner looking to retire
- Strong management team willing to stay on
- Loyal customers and employee base with low concentration risk

## 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

- Lifestyles of Health & Sustainability (LOHAS)
- Natural
- Food & Beverage
- Personal Care
- Supplements
- Consumer Products
- Direct-to-Consumer Brands
- Business-to-Business

100 Fillmore Street, 5<sup>th</sup> Floor, Denver, Colorado 80206