Carter Morse & Goodrich is a boutique M&A advisory firm specialized in advising closely-held and family businesses valued between $25 million and $250 million. We are uniquely focused on helping entrepreneurs, families, and family-owned businesses achieve their once-in-a-lifetime M&A transactions.

Located in Southport, Connecticut, CMG specializes in helping owners of leading companies operating in unique markets plan, prepare, execute, and close successful transactions that maximize shareholder value. We fully understand and appreciate the unique dynamics of closely-held and family businesses and the importance of their legacies.

For 35 years, the combination of our hands-on approach, senior banker attention, strategic guidance, seamless transaction execution and extensive network of domestic and international resources has enabled us to become a trusted advisor to hundreds of business owners.

Our Client Profile

Company Ownership
- Investor Lead
- Founder Lead
- Family Owned

Generational Split
- Gen 1
- Gen 2
- Gen 3
- Gen 4+

Target Industries
- Consumer
- Manufacturing
- Business Services

CMG Service
- Strategic Advisory
- Controlled Auction
- Broad Auction
- Directly Negotiated

Process
- Buy Side
- Sell Side

Buyer Types
- PE - Platform
- Strategic
- PE - Add On

CMG By The Numbers

1987
- Founded

450+
- Client engagements

$6 Billion
- Aggregated transaction value

1 Objective
- Successful client outcomes

Recent Transactions
Exceeding Client Expectations

- Selective about the engagements we take on to ensure a positive outcome for our clients
- Proud of our record of careful analysis, thoughtful positioning to investors and attentive management of a disciplined transaction process
- Dedicated to helping clients Maximize Shareholder Value, and regularly exceed client expectations

Recent Industry Awards

CMG - Premiums Achieved
15 Most Recent Transactions

International Reach

Carter Morse & Goodrich is a founding partner of the Alliance of International Corporate Advisors (AICA), which enables us to deliver an exceptional combination of global breadth and local knowledge to each of our engagements through close collaboration with more than 365 colleagues within 40 partner firms in 40 countries across the globe.

300+ Deals Closed
41 Member Firms
39 Countries
68 Offices
250+ Professionals
6 Continents

Michael Carter
Ramsey Goodrich
Frank Morse
Terence Hannafin
Chris Reenock

CMG’s Broker/Dealer affiliate, Carter Capital Corporation, is a FINRA member firm registered with the SEC and SIPC