



We Invest in the Future.

Make it Yours.

Soaring Eagle Investments is a family office that invests in private businesses. We have a long history of investing in and growing private businesses. Our family wants to help your family. Whether your wish is to take cash out of your business to diversify your investments, increase its capital so it can grow or acquire a competitor, or sell a portion or all of your business, we could be a help. We want you to know that we are very flexible and creative in our approach and can customize our approach to fit your needs.



SOARING EAGLETM
— INVESTMENTS —

At Soaring Eagle,

We Invest In Companies Like Yours

We keep an eagle eye on the business landscape so we know how to help your business grow.

We don't invest with a plan to sell the business in a few short years. We invest our own money and hold businesses long-term, take them under our wing and help them soar to new heights. We want to maintain the characteristics that made your business great, and partner with you to make it even better.

We have an old school approach to helping business owners diversify their wealth. Our approach is much softer and friendlier than the private equity firms that typically borrow most of the purchase price and plan on selling it in 2 to 5 years. We care about the reputation of the business you built and are rightfully very proud of, and we care about what happens to the loyal employees that work in it. Our approach results in a far faster and better experience completing the transaction and far happier founder and employees after the transaction is completed.

What We Look For

We focus on private and family-owned, small to mid-stage growth companies with compelling stories.

- REVENUE - No minimum revenue, just a minimum EBITDA.
- EBITDA - Between \$1 million to \$5 million in EBITDA and a history of profitability.

We help our portfolio companies attract talent to their companies and boards as well as focus on the initiatives that will create the most long-term value, including adding new products or services, expanding channels.



Our Philosophy

We believe that building a business takes time.

We believe that building a business takes time. Our investment philosophy is to identify businesses to buy and hold for the long-term. We seek to become long-term partners with family business owners, management teams, and exceptional CEOs. We believe we have the resources and skills necessary for this task: our unique time horizon, our capital base, our culture, our approach to partnering, our experience, our intellectual resources all reinforce our mission of being the best partner possible.



Our Values

MEETING SELLERS NEEDS

At Soaring Eagle, we understand the importance of structuring potential transactions to benefit business owners. We have a deep appreciation for the personal goals of a business owner and can structure a transaction to meet those goals. This can be especially helpful in the case of retirement or estate planning.

FEW BUSINESS CHANGES

Each business we buy remains independent and autonomous. We focus on growing within your local community and maintaining relationships with the professional service providers you've utilized whenever possible. Our primary concern is preserving the equity of the business that you have built.

SWIFT ACQUISITION PROCESS

Each acquisition is made expeditiously to protect customer goodwill and employee morale. The business owner deals directly with our principals who are the ultimate decision makers. With significant financial resources and no cumbersome investment committees, we complete transactions swiftly.

ACQUISITION PHILOSOPHY

The principals of Soaring Eagle Investments buy and build businesses. We have a long-term investment philosophy unlike many buyout funds which have constraints imposed by institutional partnerships. We will not hesitate to invest additional capital to fund growth.

SENSITIVITY

We value integrity greatly. We will evaluate a deal quickly to protect your business' goodwill and employee morale. We believe in an open and fluid exchange of ideas: you have the right to know the status of the process at all times and will be informed immediately upon all material decisions.

CONFIDENTIALITY

Confidential communications are essential to all important business transactions. They allow for the parties to exchange information in an atmosphere of respect and trust that facilitates the value proposition of all parties. We sign a confidentiality agreement before discussions gather steam, and we don't involve third parties until we have an agreement in principle that a deal is imminent. Only then will we involve a trusted circle of CPAs, attorneys, and bankers necessary to finalize the agreement. We notify employees, customers and other important constituents only when we mutually agree it is timely.



Our Investment Model

Attractive, long-term growth and profitability

Soaring Eagle Investments seeks companies with attractive, long-term growth and profitability characteristics. We particularly look for experienced management, an established track record of sales growth and profitability, sustainable competitive advantages and capital.

Our Approach

We use debt capital to enhance but not drive our investment returns. We are focused on long-term equity value creation through growth of cash flow instead of financial engineering. This approach ensures that our companies have ample financial and operating flexibility to pursue growth opportunities and, thereby, sustainable equity value creation.

We invite you to tour our website: (www.soaringeaglellc.com) to find out why you should consider contacting us about selling the business you've built. Together, we can watch it soar.



Post Closing

We believe that equity value is built through active post-investment leadership. Though we are highly involved investors and board members, we are not day-to-day operators. We believe we can be most effective as investors when we have the ability to provide leadership to our companies through board representation and close working relationships with our management teams. We only seek to acquire or invest in companies where key management intends to remain with the company post-closing.

SOARING EAGLE

— INVESTMENTS —

**You created something valuable,
and we want to preserve,
nurture and help it
flourish.**

Contact Us



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