



Fast Facts

Who We Are

Seidler Equity Partners is a private equity investment firm that partners with visionary executives to grow their businesses. We have successfully invested together with business owners since 1991 to grow companies and lead industries. Our firm was founded on the principle that uniting a long-term investor partner with an experienced management team creates the greatest company and shareholder value.

We are a Trusted Financial Partner

Business owners and executives seek financing to achieve a variety of short- and long-term goals. In most cases, great companies need more than just a source of capital – they need a trusted financial partner. We apply our financial skill and strategic experience as board-level partners, leaving day-to-day operating decisions in the hands of management.

We Maximize Shareholder Value

We partner with business owners to help companies achieve their growth potential. We structure transactions that foster sustained company growth and maximize profitability for all company owners. We avoid risky capital structures that seek to create short-term leveraged returns.

We are a Value-Added Resource

We help management teams achieve their goals by acting as an experienced capital partner – not by imposing arbitrary external requirements. Our network of lenders, industry contacts, referral sources and professional service providers serve as valuable resources for executives determined to build the best businesses in their industry.

We Respect a Company's Culture

We value the importance of preserving and enhancing internal company cultures and strengthening a company's identity, position and reputation within its community and industry.

Transaction Types

No two businesses – and no two business owners – are the same. That's why we apply flexibility and creativity to each investment opportunity to achieve each transaction's unique objectives. In many instances, we can help owners and executives accomplish more than one of these goals:

- Growth financing
- Family business and estate planning transaction
- Management buyout
- Owner-operator recapitalization
- Partner buyout

Investment Criteria

We invest in well-managed, niche-dominant businesses that are strategically positioned to maintain their status as industry leaders and take market share from competitors. Representative investment criteria:

- Niche and industry leaders
- Proven track record
- Superior growth prospects
- Excellent industry reputation
- Growth focused
- Exceptional, hands-on CEO
- Depth beyond the CEO
- Company revenue – \$15 million to \$200 million
- Company EBITDA – \$5 million to \$50 million
- Stable gross margins and revenue growth