



PERMANENT EQUITY

DEALS@PERMANENTEQUITY.COM

INVESTMENT TARGET

Profile	PERMANENT EQUITY INVESTS IN COMPANIES THAT CARE WHAT HAPPENS NEXT. When we invest, “next” means we serve and support, build meaningful relationships, and roll up our sleeves to preserve legacy and grow without goals — all with little or no publicity.
Location	Headquartered in NORTH AMERICA.
Industries	GROWING AND MATURE INDUSTRIES excluding commodities such as oilfield services or natural resource extraction and asset-heavy businesses such as real estate or asset-intensive transportation.
Ownership	PRIMARILY FAMILY-OWNED BUSINESSES, but will consider sponsor-backed, take-privates, and corporate carveouts depending on situational context

INVESTMENT TYPES

Type	GROWTH PARTNERSHIP	LEGACY TRANSITION	LEGACY BUYOUT	ADD-ON
PE Buys	51-70%	60-90%	100%	51-100%
Target Life Stage	3+ Years Old	10+ Years Old	10+ Years Old	TBD
Target FCF	\$1-15M	\$3-25M	\$3-25M	\$500k+
Target Net Margins	Above 10%	Above 10%	Above 10%	
Target Ownership	Willing to roll significantly and stay operationally supportive	Willing to remain involved on a 2-10-year timeline to actively transition the business	Willing to transition the business over 1+ years	Depending on the portfolio company and target, interested in mergers, acqui-hired, product add-ons, and company purchases.



ACTIVE PORTFOLIO

PORTFOLIO COMPANY	INDUSTRY	LOCATION(S)	INVESTMENT TYPE	YEAR INVESTED
ACE FENCE CO.	Residential Construction	Dallas, TX	Legacy Transition	2022
AD ADVANCE	MarTech	Duluth, MN	Growth Partnership	2022
AIR-CERT	Aerospace & Defense	Los Angeles, CA	Legacy Buyout	2019
BLUE SQUARE MANUFACTURING	Building Products	Chandler, AZ	Legacy Transition	2015
CHANCE RIDES	Amusement Ride Manufacturing	Wichita, KS	Legacy Transition	2023
RYLEE + CRU	Consumer Fashion	San Diego, CA	Growth Partnership	2023
CRAIG FRAMES	CPG/eCommerce	Alma, MI	Growth Partnership	2021
GAME GROUP	CPG/eCommerce	Scottsdale, AZ & Atlanta, GA	Legacy Buyout	2018
GDA CONTRACTORS	Commercial Construction	Dallas, Houston, & Austin, TX, Oklahoma City, OK, Albuquerque, NM	Growth Partnership	2021
MEDIACROSS	Professional Services	St. Louis, MO & Norfolk, VA	Legacy Buyout	2009
PACIFIC AIR INDUSTRIES	Aerospace & Defense	Los Angeles, CA	Legacy Buyout	2019
PEBBLE RADIANCE	Building Products	Phoenix, AZ	Legacy Transition	2015
PRESIDENTIAL POOLS & SPAS	Residential & Commercial Construction	Phoenix & Tuscon, AZ	Legacy Transition	2015
SELECTIVE SEARCH	Luxury Services	Chicago, IL	Growth Partnership	2019