

# Guild Garage Group

## *Overview Materials*

2025

## Guild Garage Group Overview



- Guild Garage Group is a purpose-built garage door repair and maintenance organization guided by the vision of being the preferred partner to business owners through a "made for you" brand positioning
  - We aim to invest in companies with strong management teams and cultures to create unmatched growth opportunities for them
  - Our goal is to retain the employees and management teams of the companies we partner with, and provide them with the resources and processes they need to better serve their customers, employees, and communities
- We seek to play a pivotal role in helping companies realize their potential
  - Our goal is to unlock value by identifying great companies with untapped potential and enhancing their performance
- We have a long history of fully aligning with management teams and employ a partnership mentality, working side-by-side with founders, entrepreneurs, shareholders, and managers to provide counsel and support
  - We aim to put the full resources of our firm behind each of our investments, bringing deep operating capabilities and resources to drive rapid improvements
- Our pitch to new partners is straightforward, transparent, and personal: Sell us a majority stake of your company to take chips off the table but retain “unit level ownership” so you continue to benefit through annual distributions and an eventual full exit as your business grows



### Achieve

Help our partner companies achieve their financial goals



### Facilitate

Facilitate our partner company owners' planned exit strategies



### Grow

Help our partner companies grow their business



### Benefit

Benefit the sellers, their team members and customers

Guild is a first-of-its-kind, tailored family of the top garage repair and installation brands in the country



**Guild allows business owners to take chips off the table but retain “unit level ownership” so they continue to benefit through annual distributions and an eventual full exit as their business grows**

Benefits of the Group	
Value Growth	Retaining large ownership stake resulting in a significantly higher valuation as part of our group, more so than if someone acquired 100% of your business upfront.
Flexibility	Have say in what direction you take your business! Flexible deal structures, future growth and investment opportunities and personal succession planning. Retain decision making power.
Distributions	Retaining partial ownership in your business results in ongoing quarterly distributions as your business continues to grow. We take care of the back office so you can focus on growing your business and earning more!
Responsibilities	Peace of mind knowing that you have a partner who has your back and is supporting you on management tasks.
Operational Autonomy	Maintain your unique and special “secret sauce.” Continue to serve your customers the way they love and that works for your unique market.
Quality of Life	Reduced stress and time commitment involved in managing the back office of your business allows you more time to enjoy running the business and outside interests!

Custom Solutions for you and your business	
Operational Support	Tailored support for your business in staffing, training and development, business strategy, data analytics, inventory management, and access to our entire network for peer support
Human Resources	Health insurance, employee performance evaluations and development plans, support local management in staff conflict, employee handbooks, and non-medical benefits (dental, vision, 401k program, accident and life insurance)
Finance	Payroll services, accounts payable, financial reporting and analytics, financial benchmarking, tax returns prepared, pre-negotiated vendor contracts and rebates, annual and monthly financial budgeting and total P&L transparency
Marketing	New client acquisition and retention, social media optimization, customer communication software maximization, website design and graphic design services, google ad administration, SEO optimization, and online reputation management support
Talent Acquisition	Staff recruiting, staff retention and engagement support, onboarding and training programs, mentorship support, technician externship programs, partnerships, and more!



# The Guild Model is Predicated on Local Autonomy and Ownership with Centralized Support from the Platform’s Executive Team

Corporate Driven	Shared Support	Locally Driven
Strategy and Platform Vision	Corporate-Managed Budget with Local Input	Quality Customer Experiences
Partner Relationship Development	Workforce Planning	Call Center and Dispatchment
OEM Relationship Management	Marketing Strategy and Brand Management	Sales and Marketing Execution
Systems and Infrastructure Initiatives	Systems Planning and Implementation	Implementation of Best Practices Identified
Talent Development and Succession Planning	Technician Recruiting, Retention, and Training	Execution of Technician Training Plan
Risk Management, FP&A, and Governance	Sharing of Best Practices and Successes Among Partners	In-Person Technician Interviews and Extension of Offers
M&A Execution and Integration	Fleet Procurement and Maintenance through Merchant Fleets	Ownership of Budget and Margin Targets



*Creating Opportunities for Founder-Owners*

### Our Vision

To create a people-first, value-added platform that benefits everyone, from the customers we serve to the trusted partners that comprise our network of businesses

### Our Mission

To partner with talented and hungry owners, and provide them with the ambition, resources, and partnership necessary to reach their full potential while aiming to generate superior risk adjusted returns

### Our Promise

To do things the right way, not the easy way

### Made for You

When you join Guild, you are our **PRIORITY**.  
Guild was purposefully built to aim to meet each Partners' unique needs