



BACKGROUND & EXPERIENCE

Eagle Merchant Partners is a private equity firm headquartered in Atlanta, GA. Eagle invests in lower middle-market Franchise & Multi-Unit and Commercial Services companies primarily in the Southeastern U.S.

We look for opportunities to partner with founder-owners and exceptional management teams that want to accelerate the growth of their company.

Eagle is now investing out of its inaugural fund, Eagle Merchant Partners I, L.P.

INVESTMENT CRITERIA

GEOGRAPHY

- Focus on companies with operations in the Southeast including Texas

FINANCIAL

- Company EBITDA: \$2 - \$20 million
- Equity Check Size: \$10 - \$50 million

TRANSACTIONS

- Family-owned transition
- First institutional capital
- Recapitalizations
- Growth capital
- Industry consolidation, add-ons
- Carve-outs

INVESTMENTS



Premier multi-unit medical spa based in the Southeast



Franchisee of garage, electric, and plumbing home services



Franchisors of cabinet and furniture restoration and home inspection services



Commercial roofing and waterproofing services provider



Operator of auto collision repair shops



Franchisor of health and safety services



390+-unit franchisor of kids coding centers



Designer & manufacturer of recreational surfacing products



Largest Planet Fitness franchisee with 168 locations



Operator and developer of premium, express car washes



150+-unit fast-casual restaurant franchisor

CURRENT

EXITED

INDUSTRIES & SECTORS OF INTEREST

Franchise & Multi-Unit

- ✓ Differentiated multi-unit brands in growing sectors
- ✓ Recurring, non-discretionary services
- ✓ Scalable operating models across multiple markets
- ✓ High margin unit-level economics
- ✓ Multiple paths for growth: add-on acquisitions, unit expansion, and existing performance improvement

COMMERCIAL SERVICES

- ✓ Recurring, non-deferrable facility & industrial services
- ✓ Growing industries with stable, non-cyclical end markets
- ✓ Engineering or process differentiation
- ✓ Scale benefits from organic growth, add-on acquisitions, or vertical integration

FOCUS AREAS

RESIDENTIAL SERVICES

- ✓ Break / Fix
- ✓ Landscaping
- ✓ Restoration
- ✓ Repair & Remodel
- ✓ Roofing

HEALTH & WELLNESS

- ✓ Med Spa
- ✓ Removals
- ✓ Salon Services
- ✓ Fitness
- ✓ Multi-Unit Wellness

FACILITY SERVICES

- ✓ Mechanical Services
- ✓ Roofing
- ✓ Cleaning
- ✓ Landscaping
- ✓ Fire & Life Safety
- ✓ Access Controls

INDUSTRIAL SERVICES

- ✓ Infrastructure Services
- ✓ Utility, Water, and Transportation Services
- ✓ Environmental Services
- ✓ Testing & Inspection
- ✓ Engineering & Consulting

AUTOMOTIVE

- ✓ Repair & Service
- ✓ Parts & Equipment
- ✓ Enthusiast
- ✓ Auto Manufacturing
- ✓ Car Wash

FRANCHISE

- ✓ Franchisors
- ✓ Franchisees
- ✓ Consumer, Commercial Services

OTHER

- ✓ Childhood Enrichment
- ✓ Industrial Components & Equipment
- ✓ Building Products
- ✓ Chemicals
- ✓ Outdoor Living Products
- ✓ Specialty Packaging
- ✓ Niche Manufacturing

INVESTMENT PROFESSIONALS

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