



INVESTMENT CRITERIA

FINANCIAL:

- Revenue > \$7.5 million
- EBITDA \$2.0 to \$5.0 million
- EBITDA margin > 10%
- Top customer < 20% of revenue
- Hold period 3 to 10 years

GEOGRAPHY:

- East of Rocky Mountains
- Prefer within short drive or flight of Pittsburgh, PA or Denver, CO

INDUSTRY:

- Generalists, but focus on business services, distribution, education, healthcare services, and industrials
- Minimal disruption risk
- Strong secular trends

COMPANY CHARACTERISTICS:

- Seek to be 1st institutional capital
- Predictable and defensible cash flows
- Some level of recurring revenue
- Easy to understand business models

TRANSACTION TYPES:

- Exit / succession planning
- Recapitalizations
- Management buyouts
- Corporate divestitures

WHO WE ARE

West Allen Capital is a private equity firm supported by family office capital that makes control equity investments in family owned businesses in the lower middle market. We seek to partner with strong management teams to generate systematic growth for our portfolio companies and create value for our investors.

WHY WEST ALLEN CAPITAL?

We have over a decade of experience investing in lower middle market family owned businesses across a variety of industries. Our core investors are family offices that provide tremendous flexibility as a financial partner with no pre-determined investment horizon. We strive to exhibit integrity, reliability, energy, and collaboration while working alongside management teams. We also focus on organic growth and helping management teams execute readily available growth initiatives that have been identified but not pursued historically.

PORTFOLIO

October 2018 / Frederick, MD



Marketing & Research Resources ("M&RR") was formed in 1989 and blends the best qualities of a small boutique research company with the power and infrastructure of a global research firm. M&RR was acquired by Fox Three Partners in 2018 with West Allen Capital supporting the transaction.

CONTACT:

Matt Steve

Managing Partner

msteve@westallencapital.com