

# The Growth and Exit Diagnosis

A working session on your numbers: where the money leaks, what the business is worth, and the three doors in front of you.

WHO YOU ARE TALKING TO

## An advisory firm, not an agency

Omnira Partners does growth and exit planning for independent operators, working alongside private equity and family office relationships. Our team has sat with more than 300 owners, and the firm runs over \$1.1 billion in active deal flow through its deal origination practice.

**+\$1.65M**

Recovered from one operator's written-off dormant database

**1M+**

Outbound conversations run, zero TCPA violations

**+446%**

Pipeline volume, trailing four weeks, one client system

**30+**

Acquisition targets found and booked for a family office buyer

Results from engagements built and run by our team. Individual results vary and are not a promise of your outcome.

# Your industry is being bought

**\$25B+**

Private equity deployed into  
American home services

**~800**

Companies acquired since  
2022, and 76% of the market  
is still independent

**4-7x**

What independents sell for  
today, while consolidated  
platforms trade near 20x

**Oct 1**

New SBA rules allow 100%  
financed expansion  
acquisitions in your industry  
group

The largest generation of owners in American history is retiring, 2 to 3 million companies over the next decade. The owners who understand these numbers first become the buyers instead of the bought.

# We don't tell you what to do with your company. We price your options.

## Grow

Reactivate the revenue you already own, fix the leaks, and compound without adding headcount.

## Buy

Acquire competitors under the new SBA financing while the window is open, with our origination desk finding the targets.

## Sell

Build the business to the standard the market pays for, then exit well, with regulated partners where required.

The same first engagement serves all three, so nothing has to be decided today.

# The levers that set what your business is worth

## **Lead flow**

Is new demand arriving every week without you pushing it?

## **Speed to lead**

Minutes or seconds? Most interest dies waiting.

## **Dormant revenue**

The database you already paid to build, sitting untouched.

## **Discoverability**

Can the right buyer find you and trust what they see?

## **Systems and ops**

Does the machine run, or do people carry it?

## **Team and delegation**

Who breaks first when a real wave of work shows up?

## **Owner independence**

Does the business run without you in the room?

## **Delivery and trust**

Do customers come back and send their friends?

# Your dormant database is money in a drawer

Past customers and old leads you already paid to acquire, reactivated under your name, with your team approving every first touch. One operator recovered \$1.65 million from a database the business had written off.

- Runs in your brand's voice, on compliant rails: over a million conversations run, zero TCPA violations.
- Every claim about your potential comes from the calculator, computed from your inputs, shown as a target, never a guarantee.
- Let's map yours right now.

# Three numbers every owner should know

## Worth today

What the market pays for the business as it runs right now, in the 4 to 7x range where most independents sell.

## Worth after the work

Same company with the leaks fixed, the machine installed, and the P&L that buyers pay up for.

## Worth in the future

Built right and grown, in a market where consolidated platforms trade near 20x earnings.

Valuation figures are market context and modeled scenarios, not an appraisal or a promise. Estimates, never guarantees.

# Ninety days. One machine installed.

- **The growth audit:** your numbers, your operations, the levers, and the 90-day plan, on one page.
- **The reactivation build:** your dormant database brought back to life under your name.
- **Capital readiness:** when funding is part of your plan, we start with a \$1 credit report before you sign anything, so nobody buys a maybe.
- **Your deal team:** your advisor day to day, a Principal who owns the engagement, and the firm behind them.

Engagements are priced to the problem we map together. **\$15,000 is the firm's floor.**

NEXT STEP

# Start the diagnosis

Ninety days, collected to start, built from the numbers we mapped today. Day 90 is a decision with your numbers on the table: continue, buy, sell, or stop.

*"You stopped being the ceiling. You own an asset, not a job."*

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