



GENERATIONAL GROUP

AN INTRODUCTION

EXPERIENCE YOU CAN TRUST.



Generational Group

Generational Consulting Group

Generational Equity

Generational Capital Markets

Generational Wealth Advisors

Generational DealForce



Experience you can trust

GENERATIONAL GROUP AWARDS AND RECOGNITION

Investment
Banking Firm of
the Year three
years in a row

Consistently
ranked top 10
M&A Firm in
number of
transactions

Awarded M&A
Advisory Firm
of the Year

Named
Valuation Firm
of the Year



Experience you can trust.

GENERATIONAL GROUP US RANKINGS

RANKED #1
in completed
transactions up
to \$25M

RANKED #2
in completed
transactions up
to \$100M

RANKED #8
in completed
transactions up
to \$500M



Experience you can trust.

GENERATIONAL GROUP INDUSTRIES WE SERVE

We have years of experience in helping business owners across a broad spectrum of industry sectors.

Each industry vertical is led by professional and knowledgeable industry leaders with a proven record of successful transactions.

- HEALTHCARE & LIFE SCIENCES
- TECHNOLOGY, MEDIA & TELECOM
- BUSINESS & FINANCIAL SERVICES
- WHOLESALE & DISTRIBUTION
- AUTOMOTIVE
- ENERGY
- FOOD, BEVERAGE & CONSUMER PRODUCTS/SERVICES
- TRANSPORTATION & DISTRIBUTION
- ENGINEERING, CONTRACTING & CONSTRUCTION
- MANUFACTURING & FABRICATION
- RETAIL



Experience you can trust.



Big Bank Capabilities with
Boutique Focus and Flexibility

Big Bank Capabilities with Boutique Focus and Flexibility

BOUTIQUES

Traditional Strengths

Industry focused

All company sizes

Flexible

Typical Weaknesses

Capital markets capabilities

Global connectivity

Access to capital

Research

Resource depth

GENERATIONAL GROUP

M&A EXPERTISE

Top 10 M&A advisor in the U.S.

FOOTPRINT

16 offices nationwide, global reach

RESOURCES

250+ M&A professionals

AGILITY

Speed, flexibility and capability

ACCESS TO CAPITAL

Close relationships with over 34,000
buyers and asset managers

CULTURE

Client-centric, guided by core
values, purpose-driven

“BULGE BRACKET” BANKS

Traditional Strengths

Capital markets capabilities

Global connectivity

Access to capital

Research

Resource depth

Typical Weaknesses

Only “large” companies

Lack of flexibility

Conflicts

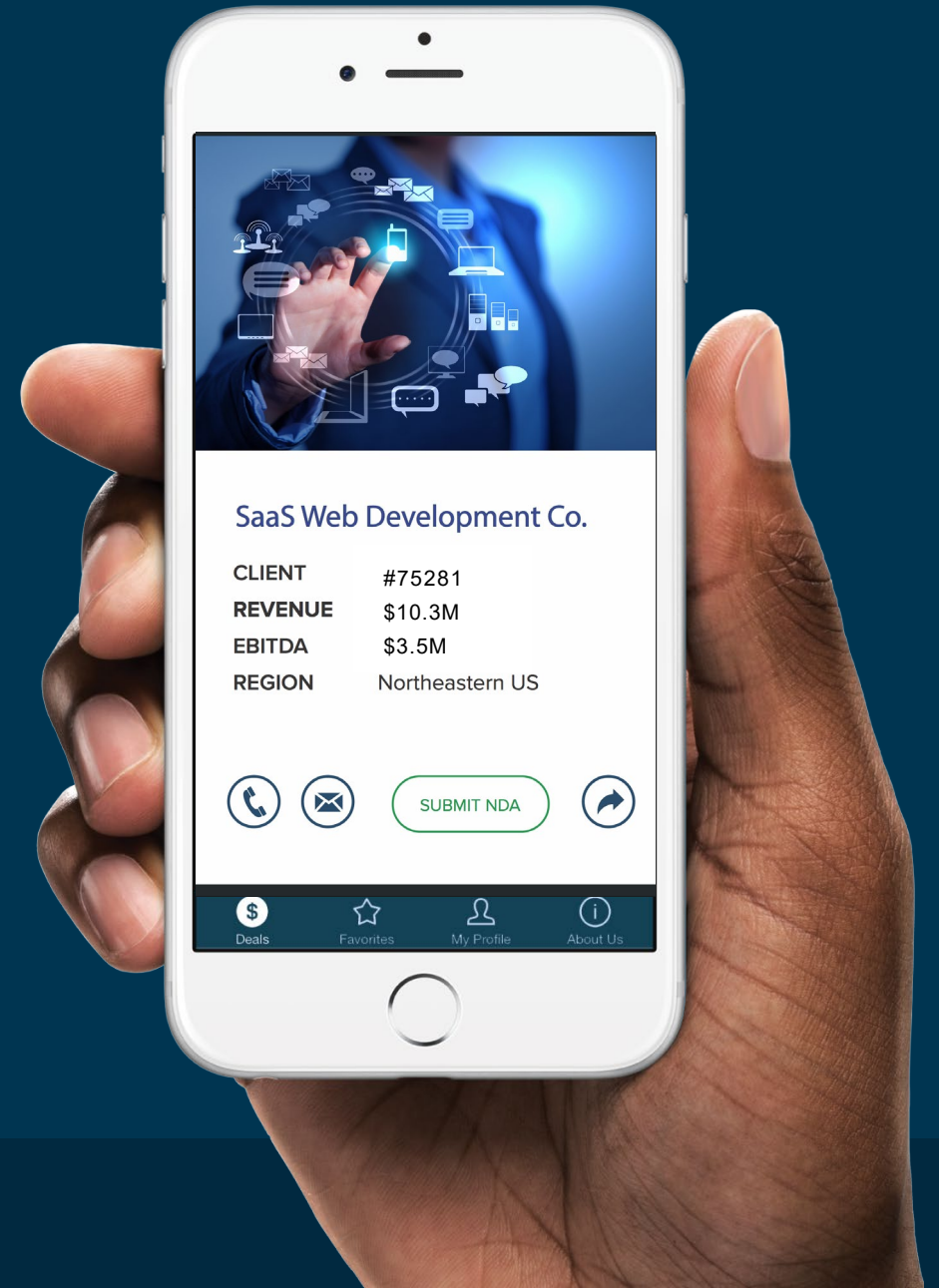
Varying levels of talent



DealForce

Generational technology at work.

Our proprietary buyer database **exceeds 34,000 buyers** who have told us exactly what they are looking for in acquisition opportunities. This accelerates the process for our clients.



COMPLETED TRANSACTIONS

SELECT AN INDUSTRY



CRITICAL ENGINEERING GROUP
ACQUIRED BY ENERCON SERVICES

Date **Jun 2020**
Region **California**

[VIEW DETAILS ▸](#)



AFTERSORT ACQUIRED BY FMH
CONVEYORS

Date **Jun 2020**
Region **Arkansas**

[VIEW DETAILS ▸](#)



FULL-SERVICE PROGRAM
MANAGEMENT & CONSTRUCTION

Date **May 2020**
Region **Western US**

[VIEW DETAILS ▸](#)



Experience you can trust.

GENERATIONAL GROUP A HISTORY OF SUCCESS

Explore a cross-section of
current and completed deals.

[LAUNCH SITE](#)

GROWTH STRATEGIES THAT DELIVER RESULTS.

Generational Group are experts at developing and implementing strategic growth and value creation plans for privately held companies.

We offer solutions that help you accelerate growth, increase value, and prepare you for a successful exit.

Discover the Generational difference.

LEARN MORE





The Generational Advantage

GENERATIONAL ADVANTAGE

PROCESS AND TIMELINE

Client and Generational Team Alignment

- Client On-boarding and Orientation
- Document collection
- Establish Client and Generational M&A team
- Establish working process and calendar

2 - 4 weeks

Valuation and Financial Pre-Diligence

- Conduct analysis of historical financial and corporate reports
- Establish financial projections
- Create docs and determine enterprise valuation

6 - 8 weeks

Marketing Preparation

- Conduct Market Opportunity Assessment
- Define company positioning
- Identify target Investors/Acquirers
- Develop marketing and communication materials
- Prepare virtual document data room

4 - 8 weeks



GENERATIONAL ADVANTAGE

PROCESS AND TIMELINE

Marketing Campaign and Buyer Engagement

- Prepare management for engagement
- Begin marketing campaign to potential buyers
- Host meetings with buyer candidates
- Identify and qualify primary “short list” candidates

8 - 12 weeks

Negotiation and Due Diligence

- Procure Letter of Intent proposals
- Negotiate LOI with acquisition terms
- Facilitate buyer due diligence of Client
- Conduct Generational/Client due diligence of buyer

8 - 12 Weeks

Closing

- Manage required stakeholder approvals
- Negotiate remaining transaction terms
- Execute definitive purchase agreement
- Conclude transaction

8 - 12 weeks



GENERATIONAL ADVANTAGE

SNAPSHOT



Dallas Based, Global Resources

16 North American offices,

35,000+ buyers worldwide

Experienced Team

Award winning team of over 250

professionals



Client Centric

Unique approach with a
dedicated client experience team



Buyer Network & Marketing

Global, strong principal relationships,

targeted marketing

Business Owner DNA

We understand the journey business
owners take. We know what's at stake.



Culture

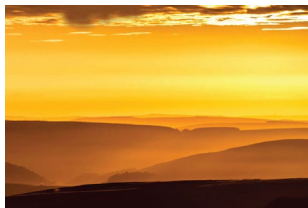
Purpose-driven with a
strong set of core values



Experience you can trust.

GENERATIONAL ADVANTAGE

OUR CORE VALUES



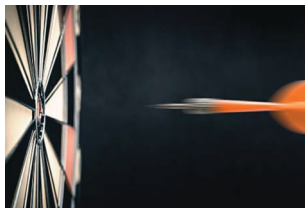
GOLDEN RULE

We earn trust from our clients and one another by showing the same respect and responsible stewardship we would want for ourselves.



UNITY

We recognize the value, benefits and positive results for our clients that can only come from working in harmony toward a single goal.



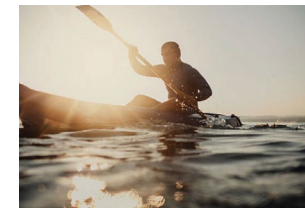
INTEGRITY

We firmly adhere to a strong, moral code of ethics that guides every decision we make on behalf of our associates and our clients.



DILIGENCE

We are an earnest and persistent team, dedicated to delivering the very best result for each and every client whom we serve.



EXCELLENCE

We believe in consistency, quality and in the extra effort to be outstanding in all our dealings both business and personal.



Experience you can trust.



“ Generational helps business owners grow and exit for maximum value. That’s their goal. And they’re the best at it.

Jack Nicklaus

Jack Nicklaus
Golfer of the Century
18 Major Championships



HEAR DIRECTLY FROM OUR CLIENTS. L

WATCH REVIEWS



02:28





GENERATIONAL GROUP

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EXPERIENCE YOU CAN TRUST.