SALT CREEK
ADVISORY

Chicago, Illinois
Midwestern roots, national reach
saltcreekadvisory.com

A FAMILY-OWNED INVESTMENT BANK IN CHICAGO

For the owners who built something *worth protecting.*

Sell-side M&A advisory for owners of privately held companies with $2 million to $75 million in revenue. Two principals on every engagement, from the first conversation to closing.

50+	$2M–$75M	$500K–$5M	$0
M&A TRANSACTIONS WORKED	REVENUE RANGE WE SERVE	EBITDA RANGE	RETAINERS

WHAT WE DO

01 **Sell-Side Advisory**
Positioning and execution for owners who are ready, or getting ready, to sell.

02 **Buyer Outreach**
When a client goes to market, we reach out to the buyers on our list who fit. We represent the owner, never the buyer.

03 **Off-Market Sales**
For owners who want a quiet conversation with one serious buyer, we reach the right buyers through our own network, still working only for you.

04 **Valuation**
Market perspective and business valuation support, explained in plain English.

05 **AI Audits**
AI and workflow assessments for business owners who want an honest read on where they stand.

FIVE PRACTICE AREAS

01 **Early Childhood Education & Preschools** FLAGSHIP
Our deepest expertise. Connor worked through more than 40 transactions in the space at Cadence Education.

02 **Business Services**
Founder-owned service businesses with recurring relationships and real margins.

03 **Industrials**
Manufacturing, distribution, and industrial services.

04 **MSP & IT Services**
Managed service providers and IT services businesses, where recurring-revenue quality drives the multiple.

05 **Dog Daycare & Pet Care**
Dog daycare, boarding, and grooming, where the box, the team, and the trust set the value.

WHO WE WORK BEST WITH

- Founder-owned and family-owned businesses
- $2M to $75M in revenue and $500K to $5M in EBITDA
- On-market and off-market opportunities
- Owners evaluating a sale, a recapitalization, or a growth partner

HOW WE WORK

Principals on every engagement.
Jack and Connor do the work personally. There is no hand-off to a junior team after the first meeting.

We get paid when you get paid.
No retainer and no monthly fees. Some engagements start with a small deposit, credited at closing.

A competitive process.
Buyers sharpen their offers when they know they are not the only option.

Selective by design.
We take on fewer engagements than a bigger firm would, so the ones we take get our full attention.

Jack Pitts
CO-FOUNDER & PRINCIPAL

Private equity at Blue Wolf Capital and Kingfish Capital before Salt Creek Advisory

jack@saltcreekadvisory.com

Connor Pitts
CO-FOUNDER & PRINCIPAL

Investment banking at Brown Gibbons Lang, then more than 40 early childhood education transactions at Cadence Education.

connor@saltcreekadvisory.com

SENIOR ADVISORS

Gary Dennis
MULTI-SITE SERVICES & ROLL-UPS
Co-founder and former CEO of Mammoth Holdings, grown through more than 30 acquisitions.

Steve Malley
HR TECH-ENABLED SERVICES & STAFFING
Former Chief Global Partnerships Officer at Vensure, with more than 15 acquisitions.

Salt Creek Advisory LLC represents sellers only: owners of privately held companies selling their business. Not a FINRA- or SEC-registered broker-dealer or a registered investment adviser; M&A engagements rely on the M&A broker exemption at 15 U.S.C. § 78o(b)(13). Nothing here is an offer or solicitation to buy or sell any security.