



SALT CREEK
ADVISORY

Salt Creek Advisory

Lower middle market M&A advisory.

Built for private equity firms, family offices, strategic acquirers, and founder-led businesses.

1. WHO WE ARE

- ✓ Two brothers. One firm.
- ✓ Founded by Jack and Connor Pitts.
- ✓ Chicago, Illinois.
- ✓ Founded in 2026.
- ✓ AI-driven and relationship-led.

2. WHAT WE DO

 <p>Sell-Side Advisory</p> <p>Positioning and execution for owners.</p>	 <p>Buy-Side Sourcing</p> <p>Target sourcing and outreach for PE firms.</p>	 <p>Proprietary Deal Flow</p> <p>Off-market opportunities through our network.</p>	 <p>Valuation</p> <p>Market perspective and business valuation support.</p>	 <p>AI Audits</p> <p>AI and workflow assessments for business owners.</p>
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We help owners, investors, and acquirers find and evaluate the right opportunities.

3. IDEAL DEAL PROFILE

- ✓ Founder-owned and family-owned businesses
- ✓ \$5M–\$75M in revenue
- ✓ \$1M–\$5M EBITDA, with flexibility for larger deals and select smaller opportunities
- ✓ On-market and off-market opportunities
- ✓ Owners evaluating a sale, recap, or growth partner

4. SECTORS WE FOCUS ON

 <p>Early Childhood Education</p> <p>40+ transactions worked across the team's experience.</p>	 <p>Business Services</p> <p>Recurring relationships and clear value drivers.</p>	 <p>Industrials</p> <p>Manufacturing, distribution, and industrial services.</p>
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5. WHY SALT CREEK



Two brothers on every engagement



AI-driven sourcing and research



Real-time buyer and valuation perspective



Selective, responsive, relationship-driven

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For investors, acquirers, and founders navigating the lower middle market.