

FOR SELL-SIDE ADVISORS & BROKERS



SELLABLE BEFORE YOU LIST IT.

The embedded partner who makes your client's business sellable before you start the process.

LIMESTONE provides embedded CFO and Operating Partner support for owners preparing for a transition 2 to 7 years out. We do the multi-year work so when your client signs an engagement letter with you, the business is actually ready. Who they sell to matters: platform buyers usually keep the team and the name; strategic acquirers and bolt-ons usually don't. The work we do before you start the process is the difference between those outcomes.

WE STAY IN OUR LANE

WHAT WE OFFER

CFO Partner (diligence-ready financials 18-36 months ahead). Operating Partner (drives the value creation plan, reduces owner-dependency). Acquisition Partner experience (we know what buyers will look for).

TWO OPERATOR-PARTNERS

Jared Luegers, CFA (Founder & Operating Partner). Ryan Anoskey, CPA (CFO Partner; 100+ Quality of Earnings engagements and valuations).

WHAT WE ARE NOT

No brokerage. No investment banking. No transaction representation. We don't list, market, or sell businesses. When the client is ready to go to market, they go through you.

BUILT TO GRADUATE

Replaceable by design. We prep the business so when you start the process, the diligence holds and the multiple is defended.

Compensation aligned with the long arc. Retainer for the work we do, and equity participation if the business actually wins. No commissions. No success fees. No referral kickbacks. Your sell-side engagement is protected.

WHEN YOUR CLIENT ISN'T LISTING-READY YET

SIX TRIGGERS TO REFER.



01 2-TO-7 YR EXIT, INFRA MISSING

Owner 2 to 7 yrs from a sale and the financial infrastructure isn't there. Multi-year operating prep protects the multiple before you list.

03 OWNER IS THE BUSINESS

Owner is the bottleneck, no real leadership bench. We hire the #2, build the bench.

05 OWNER WANTS THE MULTIPLE

Owner wants to maximize multiple, not just get to a sale. 18-36 mo before process matter most.

02 NO P&L BY LOCATION

Multi-site or multi-product business. Buyers can't price what they can't see.

04 UNDOCUMENTED EQUITY

Family / key-person / generational arrangements never on paper. Unforced errors at exit.

06 SUB-\$2M EBITDA QOE PREP

Deal too small for the upmarket QoE firms. Limestone takes the sell-side QoE prep. You keep the mandate.

YOUR CLIENT'S PATH

01

FREE

FOUNDATION CHECK

Bedrock Score on our website.
24-hour reply.

02

FREE

CORNERSTONE SESSION

30 to 60 min with both partners.
We name the binding constraint.

03

PAID

QUARRY-TO-CAPSTONE DIAGNOSTIC

Three to four weeks. Capstone Report delivered.

04

ENGAGE

LIMESTONE ENGAGEMENT

Advisory or Embedded. Driven by Value Creation Plan. 1 to 4 years.



JARED LUEGERS, CFA FOUNDER & OPERATING PARTNER

Builder by instinct, operator by track record, investor by training. Founder of OWN Indiana. Has run operations through a \$200M strategic sale and separately helped acquire a small Indiana operating business. From Jasper, Indiana.



RYAN ANOSKEY, CPA CFO PARTNER

Finance-first operator. 13+ years in transaction due diligence, valuation, audit, and corporate finance. 100+ Quality of Earnings engagements and valuations delivered. From Evansville, Indiana.

MAKE A WARM INTRO

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BUILT IN INDIANA
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FROM QUARRY TO CAPSTONE · SELLABLE BEFORE YOU LIST IT

Indiana's embedded CFO and Operating Partner firm