

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 the client sells to shapes the second half of their life: platform buyers usually keep the team and the name; strategic acquirers and bolt-ons usually don't. The work before the process is the difference between those outcomes.

*We stay in our lane. No brokerage. No investment banking. No transaction representation. We don't list, market, or sell businesses. We prepare them, so when you start the process, the business is diligence-ready and the multiple holds.*

## PREP THE BUSINESS.

### WHAT WE OFFER

**Embedded CFO Partner:** makes the financials diligence-ready 18-36 months ahead of the process.

**Operating Partner:** drives the value creation plan. Reduces owner-dependency, builds the leadership bench, makes the business transferable.

**Acquisition Partner experience:** we also support buy-side, so we know exactly what buyers will look for.

**Three pillars:** financial discipline, operational execution, AI and data systems (delivered through trusted partner firms).

### WHAT WE ARE NOT

**A business broker or M&A advisor.**  
We don't list, market, or sell businesses.

**A competitor for the sell-side engagement.**  
When a client is ready to go to market, they go through you.

**A success-fee or transaction-fee partner.**  
No commissions, no transaction-tied fees, no kickbacks.

*We make the business diligence-ready. You take it to market.*

## HOW WE EMBED.

### 01

#### CFO PARTNER

**Operators who do finance.** Clean financials 18-36 months ahead, P&L by segment or location, addback discipline, working-capital normalization, lender and board reporting. *Refer: any client whose financials won't hold up in diligence.*

### 02

#### OPERATING PARTNER

**Operators who drive the value creation plan.** Owner-dependency reduction, leadership bench build, commercial and operational levers, customer-concentration plan, outside accountability. *Refer: any client whose owner is the bottleneck on every decision.*

### 03

#### ACQUISITION PARTNER EXPERIENCE

**We also support buy-side.** Q of E, working-capital peg models, 100-day plans. We know exactly what buyers will look for. We prep the seller's business with the buyer's diligence lens in mind.

# 6 TRIGGERS TO REFER.

You see the gap between what an owner thinks the business is worth and what buyers will pay. We close that gap. When you see these patterns, the introduction will land.

## 2-TO-7 YEAR EXIT WINDOW, INFRASTRUCTURE MISSING

Owner is 2 to 7 years from a sale and the financial infrastructure isn't there. The multi-year operating prep that protects the multiple before you list.

## NO P&L BY LOCATION

Multi-site or multi-product business has no P&L by location, segment, or product line. Buyers can't price what they can't see. We rebuild the financial structure.

## OWNER IS THE BUSINESS

Owner is the bottleneck on every decision and there's no real leadership bench. We hire the #2, build the bench, document the systems, reduce owner-dependency.

## UNDOCUMENTED EQUITY OR KEY- PERSON ARRANGEMENTS

Family equity, key-person equity, or generational arrangements that have never been put on paper. Implied arrangements are unforced errors at exit.

## OWNER WANTS THE MULTIPLE, NOT JUST A SALE

Owner wants to maximize the multiple, not just get to a sale. The 18-36 months before the process matter more than any month inside it.

## SUB-\$2M EBITDA SELLER NEEDS QOE PREP

The deal is too small for the upmarket QoE firms to run sell-side QoE prep. Limestone takes it. Sub-\$2M EBITDA sellers get operator-grade QoE prep that closes the EBITDA-to-QoE gap before the data room opens. You keep the sell-side mandate; we set the seller up to clear it.

STEPS · YOUR CLIENT EARNS EACH ONE

# 4 YOUR CLIENT'S PATH.

01

FREE

### FOUNDATION CHECK

Your client gets their **Bedrock Score** on our website. 24-hour reply.

02

FREE

### CORNERSTONE SESSION

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

03

PAID

### QUARRY-TO- CAPSTONE DIAGNOSTIC

Three to four weeks. Your client receives the **Capstone Report**.

04

ENGAGE

### LIMESTONE ENGAGEMENT

Advisory or Embedded. Driven by your client's **Value Creation Plan**. 90-Day Plan as the first deliverable.

THE PEOPLE BEHIND THE WORK

## MEET THE TEAM.



### JARED LUEGERS, CFA

FOUNDER & OPERATING PARTNER



Builder by instinct, operator by track record, investor by training. Grew the CFA Society of Indianapolis forum from ~120 to 350+ members at the Speedway and served two terms as president. Founder of OWN Indiana (The Indiana Owner-Operator Network). 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. Builds the systems and runs them with you. 13+ years in transaction due diligence, valuation, audit, and corporate finance, including roles at Roche and Blue & Co. 100+ Quality of Earnings engagements and valuations delivered. From Evansville, Indiana.

NEXT STEP

# MAKE A WARM INTRO.

The cleanest way to refer is a one-line email introducing your client to Jared. We take it from there with a free Cornerstone Session. No commissions, no contracts, no kickbacks. Just goodwill and reciprocity.

### CONTACT

**Email** [jared@limestonesp.com](mailto:jared@limestonesp.com)

**Phone** 317.820.2468

**Web** [www.limestonesp.com](http://www.limestonesp.com)



BUILT IN

## INDIANA

BEDFORD LIMESTONE COUNTRY

FROM QUARRY TO CAPSTONE · SELLABLE BEFORE YOU LIST IT

Indiana's embedded CFO and Operating Partner firm