

# Nettesheim brothers launch new business ventures

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*Joel and Tim Nettesheim.*

Milwaukee-area business professionals, and brothers, **Tim Nettesheim** and **Joel Nettesheim** are blending their experience in law and accounting to create two business ventures – **N2 Advantage Law, Ltd. and N2 Advantage, Ltd.**

N2 Advantage Law, a boutique law firm, focuses on business law, mergers and acquisitions, private equity, and finance.

N2 Advantage, Ltd. focuses on financial advising and investments.

The two businesses combined provide a multidisciplinary approach to serving clients in the areas of finance, law, negotiation, diligence and funding.

Tim Nettesheim is an attorney and Joel Nettesheim is an accountant.

“N2 Advantage changes how business and legal services are delivered, focusing on greater efficiency and accessibility, while maintaining our commitment to high quality and solid business advice,” Tim Nettesheim said in a statement.

Joining the brothers in these ventures are business and transactional attorney James Pellegrini, serial entrepreneur and private equity sponsor Steve Balistreri, N2 Advantage operations specialist Moncia Sawinski and N2 Advantage chief operating officer Lori Waldron.

Before launching N2 Advantage, Waldron, Tim Nettesheim, Pellegrini, Balistreri and Sawinski were at von Briesen & Roper, s.c. while Joel Nettesheim was formerly principal and co-leader of business advisory services at SVA Certified Public Accountants.

Tim Nettesheim says N2’s new structure moves away from the old school, big law firm model, taking instead a contemporary approach by using project management systems to track the company’s processes and to provide clients with transparency.

“The billable hour is becoming a relic,” he said in a statement. “N2 Advantage offers various fee structures, especially flat fee and value-added options.”

While N2 Advantage offers a variety of management and consulting services, the company also buys and sells businesses and can provide capital for deals, Tim Nettesheim added. N2 Advantage focuses on lower to middle market deals in the \$5 to \$50 million range, which he says is a deal segment that is often ignored by conventional investment bankers.

“Businesses that sell for \$25 million or less, it’s really hard for them to attract good talent to help them because it’s so expensive or they get

priced out of a deal,” Nettlesheim said. “Who is going to help them? That lower to middle market is our niche.”

## **Brandon Anderegg**

*<http://biztimes.com>*

Brandon covers startups, technology, banking and finance. He previously worked as a general assignment and court reporter for The Freeman in Waukesha. Brandon graduated from UW-Milwaukee’s journalism, advertising and media studies program with an emphasis in journalism. He enjoys live music, playing guitar and loves to hacky sack.

