

William Dean Co

WHERE YOUR IMPACT AND OWNERSHIP GROW

PRESENTED BY

Adam Williams

Founder & Managing Principal





WHO WE ARE

- We're not the typical buyers; we lead with fairness, clarity, and a real commitment to the people who built the business.
- Our mission is to honor founder legacy while investing in the next generation and creating opportunities for our investors and people, that genuinely change lives.
- We're not buyers looking for an exit, we are building businesses for the next generation. We want to own for the long run.

We grow people and the companies they power.





Where your impact and ownership
grow



Commitment to Investors

- Transparency, Clear reporting (Monthly & Quarterly) and no surprises
- We invest alongside you and make decisions as owners not traders
- We are here to build people and companies, not as a slogan, but as our core performance driver
- We are looking for the opportunities that fit our mission



THE OPPORTUNITY - OWNERSHIP GAP



12,000 Americans turn **65** every day



55% of small/mid-sized businesses
are owned by someone **55+**



Trades succession pipelines are
shrinking

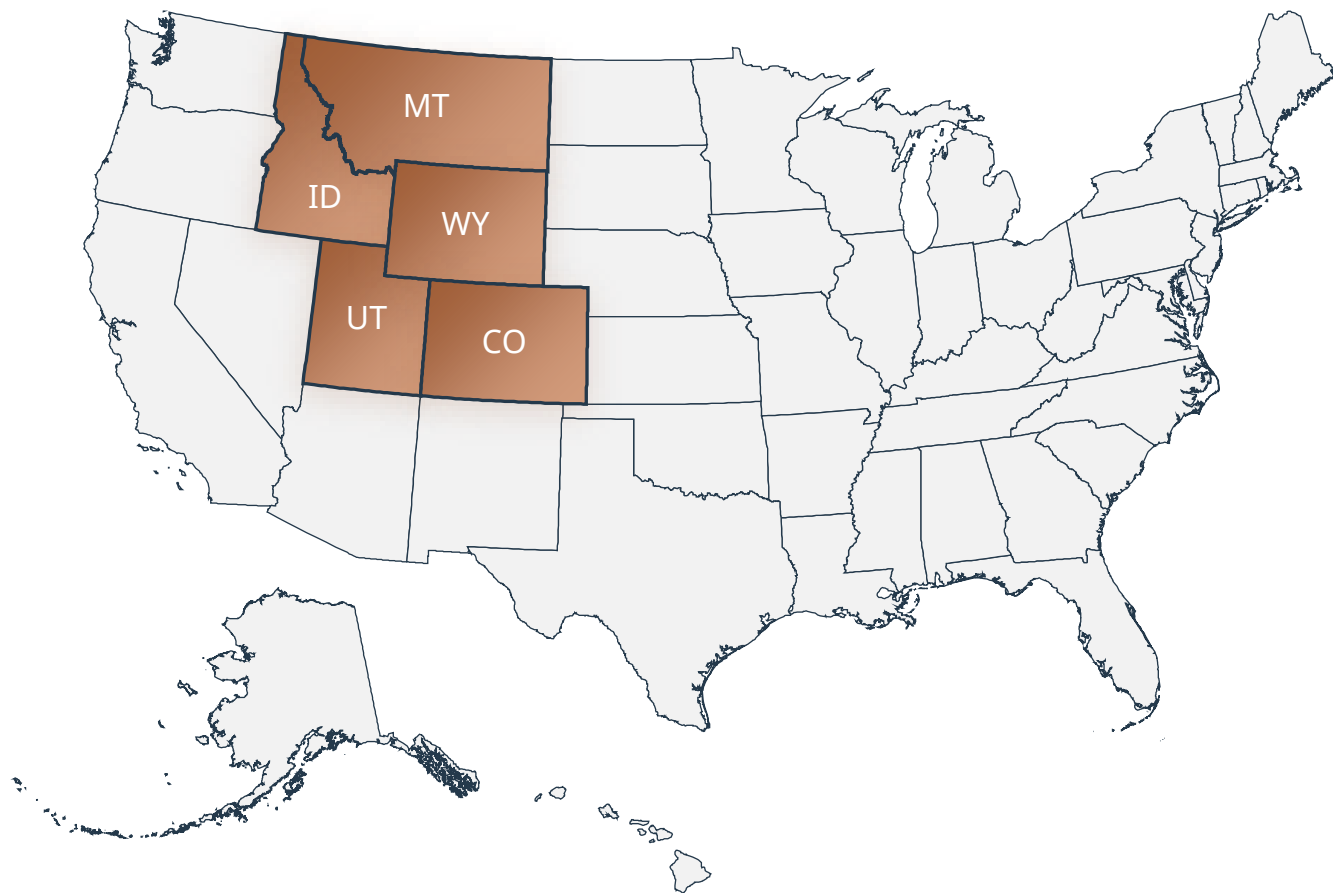


William Dean Co steps into this gap as a
long-term steward of essential
businesses.





WHAT WE BUY



GEOGRAPHY:

CO, UT, WY, MT, ID



REVENUE:

\$5M – \$25M+



EBITDA:

\$1M – \$4M+



Strong workforce, stable customer base, durable demand



Founders who care about their people and want continuity



WHAT WE DO

1

We buy strong trades companies across the Mountain West and provide steady ownership that strengthens what already works.

2

We connect our companies, so they share what works and support each other.

3

We introduce practical technology that improves scheduling, job costing, communication, and workflow without disrupting culture.

4

We tighten field operations using real boots-on-the-ground experience.

5

We protect the founder's name, story, and culture while building for the next generation.

6

We maximize the value of the companies we acquire.



WHY INVESTORS CHOOSE US



We are long-term partners, not short-term traders.



We protect your investment, then grow it steadily.



We keep you informed with clear, consistent communication.



We ensure your investment grows through execution.



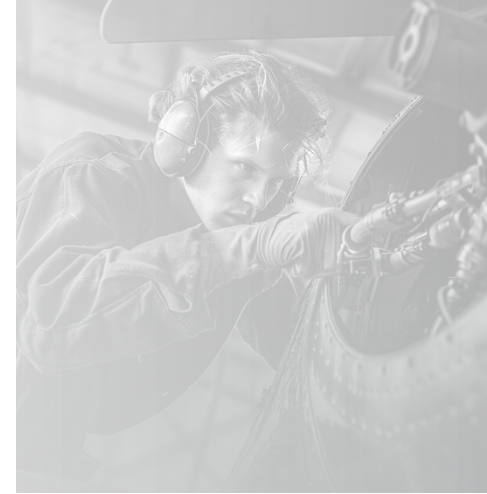
OUR PROCESS





HOW WE SUPPORT COMPANIES

- Leadership development and coaching
- Improve operational efficiency
- Technology upgrades that make work easier
- Culture building and retention strategies
- Shared services that let the team run the business, not the back office





ABOUT THE FOUNDER



I began my career in the trades, learning early that leadership starts by understanding the people doing the work.

I've built and led teams, developed leaders, modernized operations, integrated acquisitions, and helped companies grow from \$50M to over \$400M of Revenue.

I founded William Dean Co, with a commitment to helping founders ensure their legacy continues and their people thrive for generations.



OUR VISION

We are building a family of Mountain West companies that support each other, grow together, and endure.

A long-term home for good people, strong businesses, and meaningful impact.

Thank You.

Interested in investing with us? Let's start a conversation.

Adam Williams
Founder & Managing Principal

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