

William Dean Co

WHERE YOUR LEGACY AND PEOPLE GROW

PRESENTED BY

Adam Williams





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 that genuinely change lives.

We grow people and the companies they power.





OUR PROMISE TO FOUNDERS

- You've spent your life building something meaningful.
- You deserve a succession plan that respects your work, protects your team, and preserves your identity.
- We have an honest process, a long-term home for your people, and a commitment to carry the legacy forward.



THE 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 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

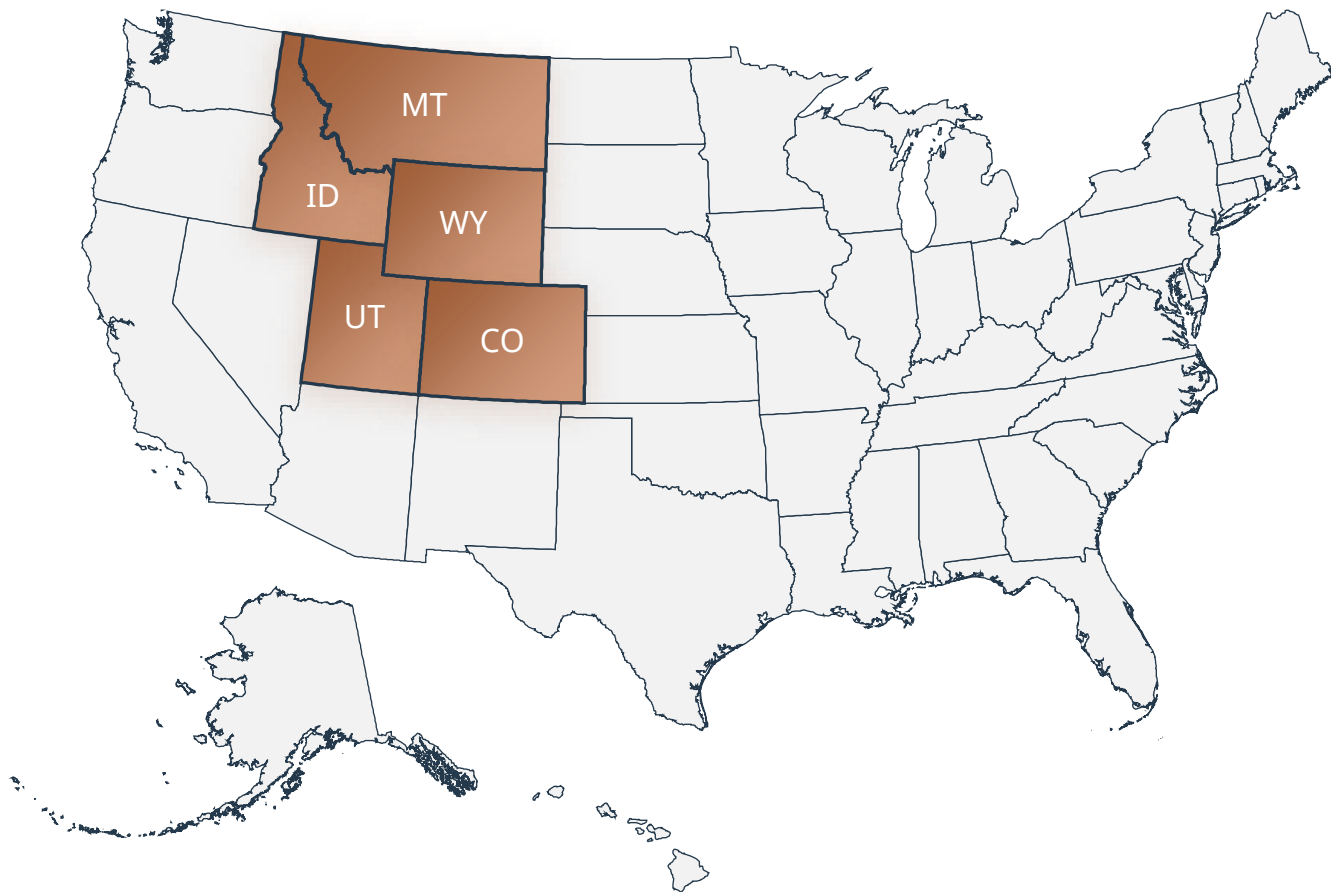
We tighten field operations using real boots-on-the-ground experience.

5

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



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



WHY FOUNDERS CHOOSE US



We are long-term owners, not flippers



We preserve your brand, people, and legacy



We bring leadership development and operational clarity

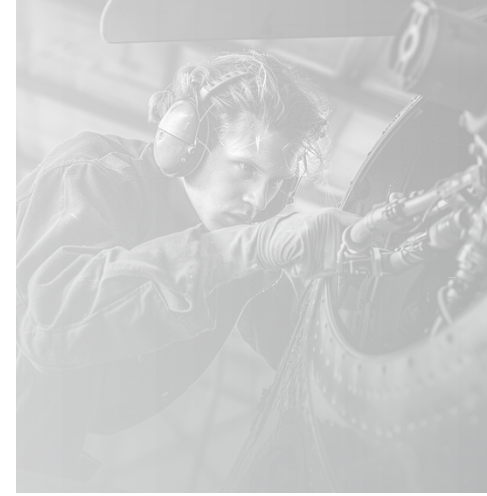


We ensure your legacy continues and grows



HOW WE SUPPORT COMPANIES

- Leadership development and coaching
- Operational tightening (routing, staffing, equipment planning)
- Technology upgrades that make work easier
- Culture-strengthening and retention strategies
- Cross-company collaboration for shared strength





OUR PROCESS





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.

If this resonates, let's talk.

Adam Williams
Founder & Managing Principal

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