

BOB ROARK – BUYER PROFILE

 (303) 514-8958

 broark@bobroark.com

 www.linkedin.com/in/bobroark

Acquiring Service-Based Main Street Businesses (\$350K+ EBITDA) to Drive Growth, Preserve Legacy, and Build Lasting Partnerships

Personal Statement

“I’m driven by the desire to create lasting impact through strategic leadership and customer-centric approaches. I acquire businesses to preserve legacies, build lasting partnerships, and ensure employees and customers continue to thrive. For me, it’s about making a difference—not just making a deal.”

Acquisition Focus

I am actively seeking to acquire **recession-resistant, service-based businesses** with **recurring revenue streams** and **loyal client bases**. Target industries include:

- IT Services
- Tax and Bookkeeping Firms
- HVAC, Plumbing, and Electrical Services
- Cleaning Services
- Pest Control
- Landscaping
- Car Washes
- Auto Repair Shops
- Portable Toilet Rentals
- Dumpster Services
- Self-Storage Facilities
- Security & Alarm Services

Ideal Acquisition Criteria:

- **EBITDA:** \$350K - \$1M
- **Owner Involvement:** Minimal (less than 10 hours/week)
- **Geographic Focus:** Colorado and the Western U.S.

Value Proposition

I am a **hands-on business leader** with a proven track record of **operational transformation and growth**. My approach prioritizes **legacy preservation, employee retention, and customer satisfaction** while identifying opportunities to **scale and improve**.

“I’m not just looking to buy businesses—I’m looking to build lasting partnerships that drive sustainable growth and maintain the relationships and culture that made the business successful.”

Post Value Proposition

My mission is to **increase profitability, improve operations, and unlock growth opportunities**. With a hands-on approach to leadership and a focus on scalability, I ensure that your business not only survives the transition but thrives under new ownership.

Risk Mitigation Strategy

Transitioning ownership can be stressful. I focus on **minimizing risks** to ensure a smooth transition and maintain business continuity.

Here's how I manage risk:

- **Operational Stability:** Retain key employees and maintain processes to ensure no service disruption.
- **Employee Retention:** Keep employees informed, engaged, and motivated to preserve company culture.
- **Customer Continuity:** Maintain customer relationships and ensure service quality remains high.
- **Financial Health:** Address cash flow risks to ensure long-term stability.
- **Compliance:** Meet all legal and regulatory requirements to avoid surprises post-sale.

By focusing on **stability and continuity**, I help sellers feel confident that their business will continue to thrive with minimal disruption.

How We Grow Your Legacy

I don't just buy businesses—I scale them. After the acquisition, I focus on:

- **Operational Improvements:** Streamlining processes to reduce costs and increase efficiency.
- **Customer Retention & Expansion:** Enhancing customer experience to boost loyalty and revenue.
- **Team Stability:** Keeping employees secure and engaged during the transition.
- **New Revenue Streams:** Identifying and capitalizing on untapped opportunities.

Your business doesn't need to be perfect—it needs the right partner to help it reach its full potential.

Deal Structure Preferences

I recognize that **flexibility is key** to a smooth transition for both parties. I am open to structuring deals creatively to meet sellers' unique needs:

- **Seller Financing:** Create win-win scenarios where sellers remain invested during the transition.
- **Performance-Based Earn-Outs:** Align seller payouts with post-sale performance.
- **Phased Transitions:** Retain sellers in consulting roles during the handover to ensure continuity.
- **SBA Loans:** Utilize favorable financing terms for extended repayment periods.

What Makes Me Different

Unlike other buyers who prioritize quick flips, I focus on **long-term growth and sustainability**. Here's how I stand out:

- **People-First Philosophy:** I care deeply about employees and customers. My approach ensures they feel secure and valued.

- **Growth Mindset:** I have a proven track record of scaling service-based businesses by improving processes and increasing customer satisfaction.
- **Flexible Deal Structures:** I tailor deals to meet sellers' needs, ensuring a smooth and mutually beneficial transition.

Professional Background

With over 20 years of experience in **IT service management, business transformation, and leadership**, I've led teams of **up to 500 employees** across **multiple industries**. My expertise includes **improving operations, enhancing customer satisfaction, and driving sustainable growth**.

Some of my key achievements include:

- **Grew a service-based company's footprint by 1,500%**, expanding from 2 contracts to over 50 contracts and 500 employees.
- **Reduced staff turnover from 40% to 5%**, saving over \$14.5 million annually.
- **Achieved a 98% customer satisfaction rate** through operational improvements and customer-focused strategies.

I bring a **hands-on approach to leadership** and a **commitment to preserving the culture and legacy** of the businesses I acquire.

Achievements & Impact

- **Grew company footprint by 1,500%**, expanding from 2 contracts and 30 employees to over 50 contracts and 500 employees.
- **Renewed two major contracts worth \$15 million annually.**
- **Reduced staff turnover from 40% to 5%**, saving over \$14.5 million annually.
- **Developed a customer satisfaction survey program, achieving a 98% satisfaction rate.**
- **Increased First Level Resolution (FLR) by 40%**, improving ITSM maturity.

Call to Action: Let's Build Your Legacy Together

If you've built a strong business with **recurring revenue** and are ready to take it to the next chapter, **I want to hear from you**. Let's build your legacy together.