



Building Market-Leading Companies

Riata is a leading private equity firm that partners with seasoned management teams to invest in growing, profitable, privately-held companies in three industry sectors — business services, consumer, and healthcare services. RCG takes a selective approach to investing in high-potential businesses whose owners and management teams want an investment partner with the capital, experience, and record of successful collaboration required to achieve their liquidity and value-creation objectives. We provide entrepreneurs and management teams the support they need to build exceptional middle-market companies.

Investment Profile

✓ Size

- Equity investments of \$25 –\$150 million
- EBITDA of \$5 –\$30 million
- Total enterprise value of \$25 –\$300 million

✓ Attributes

- Large and growing TAM
- Distributed recurring/re-occurring revenue profile
- Strong operating margins and free cash flow conversion
- Competitive barriers with “Right to Win”

✓ Structure

- Primarily control investments
- Recaps, buyouts, divisional carve-outs, CEO-led buy & builds, and growth capital
- Flexible capital structures

RCG Sector Focus

Business Services

Tech-Enabled

- Construction / PropTech
- Data Analytics / Information Services
- Digital Marketplace
- Fintech & Payment Services
- GovTech / RegTech
- GRC / Cybersecurity
- Managed IT Services
- Supply Chain / T&L

Traditional

- Commercial and Facility Services
- Digital Infrastructure Services
- Environmental Services
- Testing, Inspection, Certification & Compliance

Consumer

Multi-Site Services

- Automotive Aftermarket
- Beauty, Health & Wellness
- Pet Boarding, Daycare & Grooming
- Youth Enrichment & Sports

Residential Services

- Garage Door Maintenance
- Landscaping / Lawn Care
- Pest Control
- Pool Maintenance
- Restoration / Mitigation

Healthcare Services

Payer Services

- Care Coordination & Clinical Communications
- Cost Containment
- Member Engagement
- Patient Navigation
- Payment Integrity
- Provider Management

Provider Services

- Patient Engagement
- Population Health Management
- Revenue Integrity
- Value-Based Care Consulting & Contracting

25+ Years
Sector Focused



BUSINESS SERVICES



CONSUMER



HEALTHCARE SERVICES

RCG
At-A-Glance

\$2B+

CAPITAL INVESTED

47

PLATFORM ACQUISITIONS

450+

ADD-ON ACQUISITIONS

\$7.7B+

TRANSACTION VALUE

+6x

EBITDA GROWTH DURING
HOLDING PERIOD





Investment Team

Representative Investments

	Provider of managed network and cloud collaboration solutions to small and mid-sized enterprises, supporting multi-location customers with thousands of locations across a variety of sectors	 BUSINESS SERVICES CURRENT
	Provider of cloud-based integrated payment solutions to local government agencies to facilitate secure digital transactions between government departments and constituents	 BUSINESS SERVICES CURRENT
	Leading eyecare platform that currently owns and operates over 500 optometry practices across 30+ states	 HEALTHCARE SERVICES CURRENT
	Leading operator of company-owned salon suites that provide individual salon studio venues and value-added services to over 2,750 beauty care professionals across 37 locations in four states	 CONSUMER CURRENT
	High-growth provider of subscription-based residential pest control services across 26 markets nationwide	 CONSUMER REALIZED

Jeff Fronterhouse

Managing Partner

Barron Fletcher

Managing Partner

Blake Battaglia

Managing Partner

Jay Bradford

Partner - Operations

Satish Dave

Managing Director -
Operations

Jeffrey Porter

Managing Director -
Operations

Marla Cannon

Managing Director -
Business Development
& Investor Relations

Tom Belatti

Principal

Brandon Boyd

Principal -
Business Development

David Parker

Principal

John Clayton

Senior Associate

Ellis Prince*

Senior Associate

Jake Hoffpauir

Associate

Hope Masters*

Associate

Select Historical Investments

		
BUSINESS SERVICES BUY & BUILD	CONSUMER RECAPITALIZATION	HEALTHCARE SERVICES BUY & BUILD
		
BUSINESS SERVICES BUYOUT	CONSUMER GROWTH CAPITAL	HEALTHCARE SERVICES DIVISIONAL CARVEOUT
		
BUSINESS SERVICES BUYOUT	CONSUMER RECAPITALIZATION	HEALTHCARE SERVICES DIVISIONAL CARVEOUT

*Joining Summer 2026

