



REFERRAL PARTNER OVERVIEW

How to identify the *right client* and introduce RVR with *confidence*.

www.rvrteam.com

TYPES OF CLIENTS RVR CAN HELP

They've Built Something Real — Now They're Hitting a Ceiling

Privately held or PE-backed companies doing \$10M–\$100M in revenue that are profitable but constrained. The owner is still the center of gravity. The team is stretched. Financial visibility is inconsistent.

Typical Profile

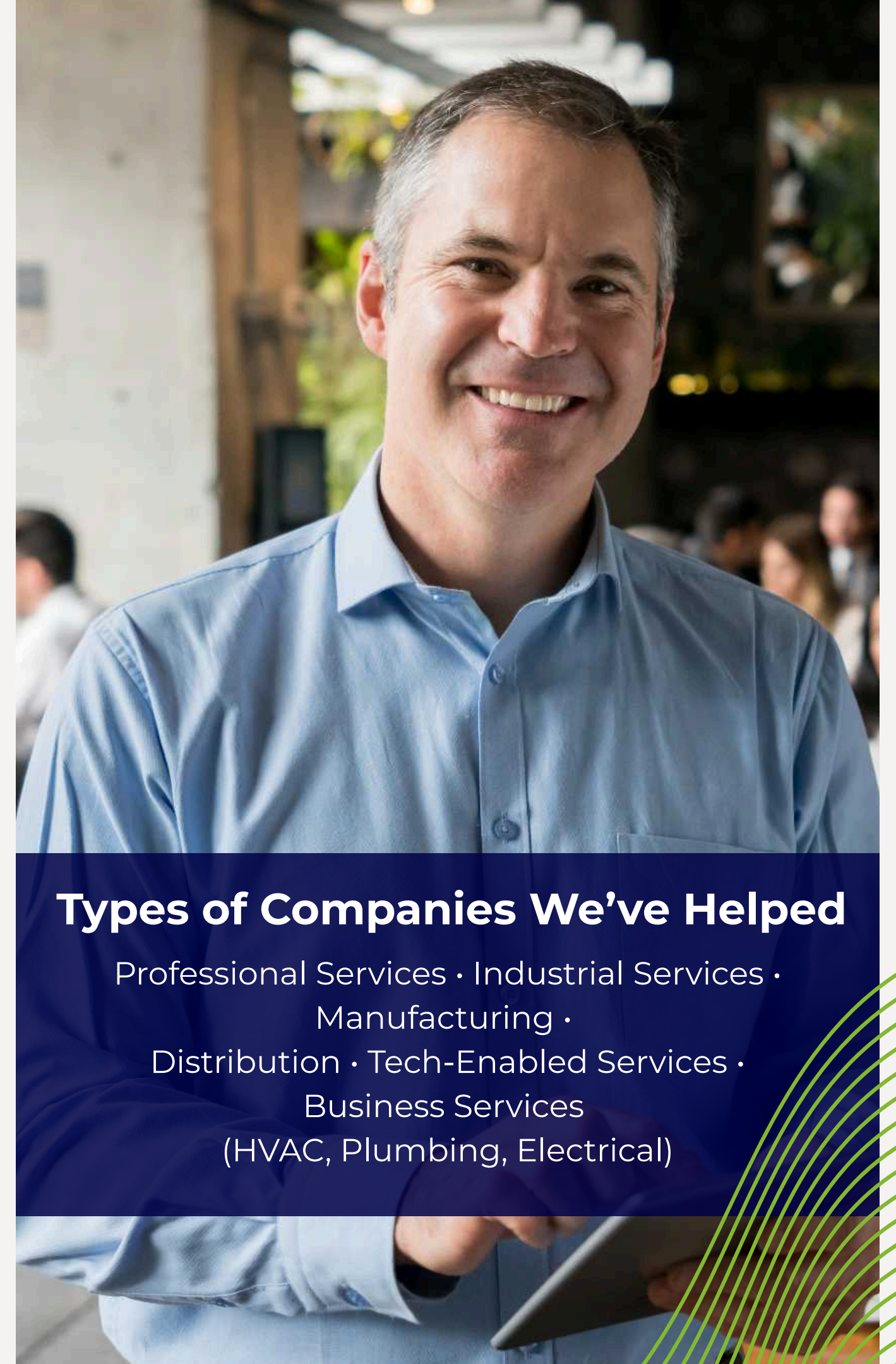
- \$10M–\$100M revenue
- EBITDA \$1M+ (\$2M+ if want to go to market right away)
- 25+ employees
- Founder or owner-led, often with key-person dependence
- Experiencing plateaus, profitability pressure, or execution gaps
- Rapid growth that has outpaced systems/structure
- Preparing for leadership changes, scaling, or future transition
- Looking for a partner who has "been there" as owners and operators
- Leadership or owner wants more clarity, a plan, and a partner to help execute it.

What They Value

- \$10M–\$100M revenue Advisors who understand owners and have been in the seat
- Clear financial visibility and timely reporting
- Leadership alignment and real accountability
- A partner who balances practical execution with long-term value creation

Types of Companies We've Helped

Professional Services · Industrial Services ·
Manufacturing ·
Distribution · Tech-Enabled Services ·
Business Services
(HVAC, Plumbing, Electrical)



STRATEGIC ADVISORY: THE PLAN, THE PRIORITIES, THE PARTNERSHIP

It starts with a conversation — usually outside the office, where owners feel comfortable opening up about what's working, what's not, and what they really want next. From there, many owners choose to complete our no-cost **Business Evaluation** to get clarity on value, risks, and priorities.



CLARITY

Align personal +
business goals

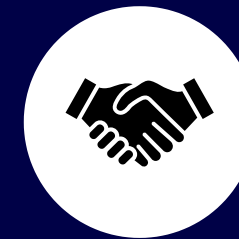
See what matters
most



PRIORITIES

Identify the 1–3 things that
move the business forward

Quarterly → monthly →
weekly rhythm



PARTNERSHIP

A team of owners and
operators + advisors beside
you

Guidance and accountability
to execute the plan

THIS IS WHAT MAKES RVR **DIFFERENT**. IT'S NOT JUST PROJECTS — IT'S **DIRECTION + EXECUTION**.



HOW RVR SUPPORTS GROWING COMPANIES

Strategic Advisory Throughout the Process

How We Work: We install a repeatable leadership rhythm — weekly → monthly → quarterly — that builds traction and strengthens the business every quarter.



HOW TO TELL THE STORY

Founded by business owners for business owners, RVR understands what it feels like to hit a ceiling — because we've been in that seat.

WHEN TO BRING RVR IN

Look for companies where the owner says things like:

- “I've got a problem — how do I fix it?”
- “I want more for my business — how do I exit?”
- “We're growing, but the numbers aren't clear.”
- “My team is working hard, but we're not aligned.”
- “We've outgrown our systems and structure.”
- “I know we could be more profitable, I just don't know where to start.”
- “Everything still runs through me.”
- “We want to prepare for an eventual transition.”
- “I need someone who's actually been in this seat before.”

WHY RVR IS A TRUSTED PARTNER

- **Owner & Operator DNA:** Former owners and operators who've been in the seat — practical, empathetic, relatable.
- **Embedded Accountability:** Weekly execution, monthly strategy, quarterly planning — measurable progress between every session.
- **Exit-Informed from Day One:** Every improvement increases enterprise value, whether you're selling in 2 years or 10.
- **Strong Communication:** Quarterly updates keep you informed — strengthening your client relationships, not competing with them



THINK OF RVR **ANYTIME** THE OWNER EXPRESSES UNCERTAINTY, OVERWHELM, OR DESIRE FOR GROWTH/TRANSITION.

RVR BUSINESS VALUE CLARITY

**Before you can decide where to go,
you need clarity on where you are.**

A structured, operator-led diagnostic that gives owners clarity, direction, and a practical path forward. What owners receive:

- ✓ **INDUSTRY INSIGHT REPORT**
TRENDS, BENCHMARKS, AND LONG-TERM VALUE DRIVERS
- ✓ **BUSINESS SELF EVALUATION**
CLARITY ON WHAT DRIVES PERFORMANCE AND VALUE
- ✓ **MARKET VALUE ESTIMATE + GROWTH GENERATOR**
IDENTIFY KEY VALUE DRIVERS AND DETRACTORS IN THE BUSINESS

 **THE BEST FIRST STEP FOR OWNERS**

WHY IT MATTERS

- Real understanding of what it takes to reach the owner's desired value
- Clear view of strengths, risks, and where to focus
- Builds trust through a hands-on, operator-led process
- Naturally leads into strategic advisory support for companies that are ready

Contact RVR Today to Refer

The Business Evaluation is provided at no cost for qualified RVR prospects.

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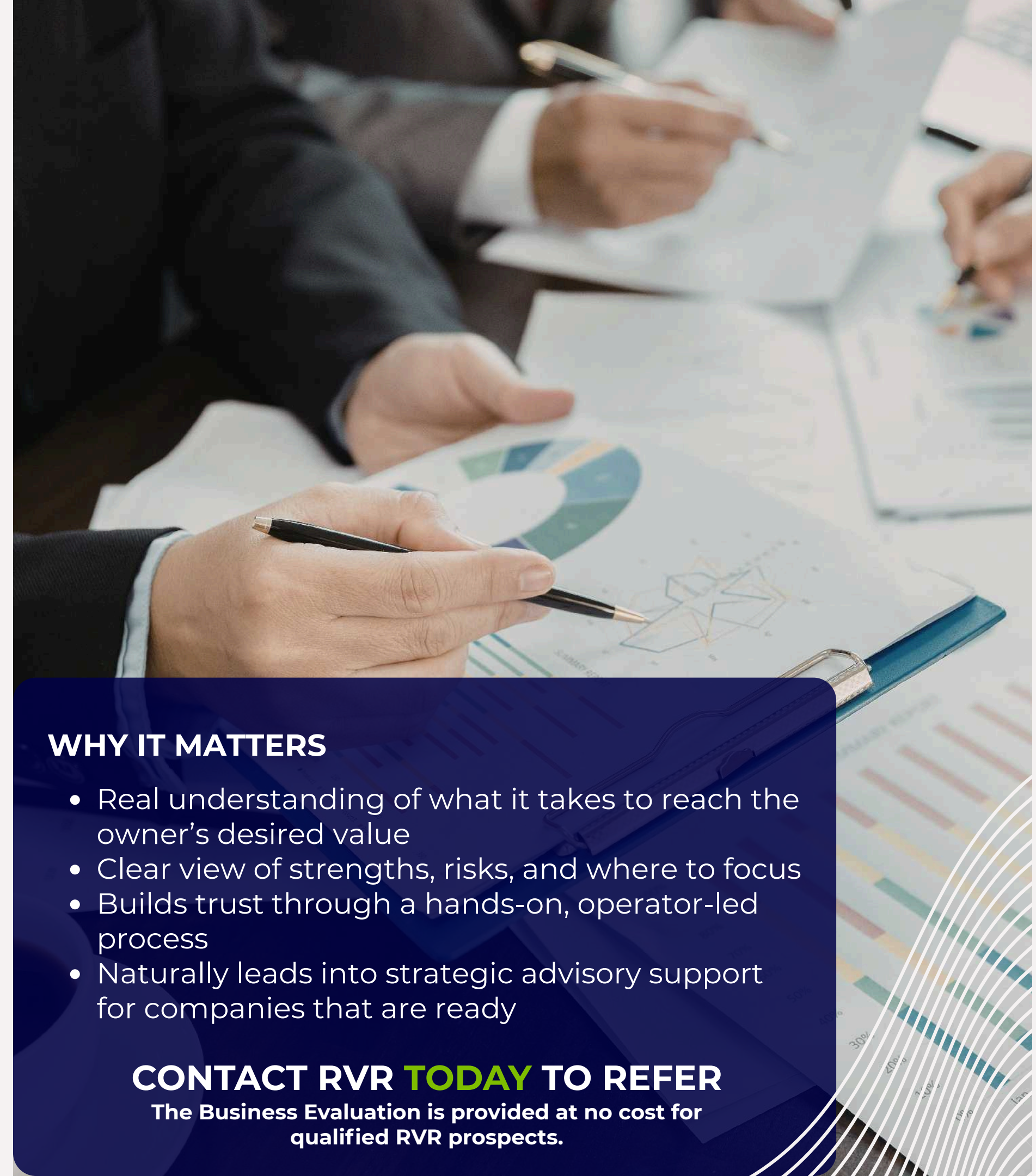
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