



CMF Private Equity Deal Origination Services

CMF's Private Equity Deal Origination Services are designed to support private equity funds looking to grow existing platform companies through add-on acquisitions or find and acquire their next platform business.

The CMF Difference

Focus

We are a 100-percent middle-market, buy-side deal sourcing team funneling deals to you from numerous sources.

Expertise

- Deep comprehension of entrepreneur and family business owner mentality
- Cold-call DNA, playbooks, and tenacity
- Relationships with local investment bankers and brokers on the sell side
- Aggregated flow from various orientation sources creates regular slate of qualified options
- Supplementary consulting offering mitigates investment risk

Direct Searches on Your Behalf

We focus our dial-out, CEO contact efforts on smaller companies not as frequently contacted by other transaction finders. Typically these companies are “pre-market” as they have not engaged investment bankers; this leads to non-auction scenarios.

Extensive Network Brings Deals to Us

Bankers, accountants, small local investment bankers and lawyers know CMF has extensive relationships with private equity funds in most industries. They bring opportunities to us on a regular basis, and we bring them to you.

Process and Methodology

Our three-step process ensures understanding of your search criteria and objectives.

Step 1: Identify client acquisition goals

Step 2: Source acquisition candidates

- Conduct detailed research using our Web and proprietary databases
- Use our professional cold-calling method to contact candidates
- Work with our current ecosystem relationships such as accountants, lawyers, consultants, and investment bankers to uncover potential deal opportunities
- Assess target interest and applicability to buyer criteria

Step 3: Facilitate introduction

- Establish initial call between prospect and private equity fund
- Facilitate flow of information, including business summary, owner contact information, NDA, etc.
- Communicate and coordinate on an ongoing basis as appropriate

Success Formula: A thorough comprehension of fund investment criteria, honed through regular contact with funds on multiple opportunities and combined with a focused “hunter” mentality, leads to a greater number of qualified opportunities in the shortest period of time.

