

# Private Investing in Residential Home Services

**AKOYA CAPITAL** is a Chicago-based sector-focused private investment firm, specializing in the lower end of the middle market. We work closely with family offices, high-net-worth individuals and institutional capital providers to invest in profitable, well-positioned businesses.

We partner with founders and CEOs of privately held businesses who are pursuing liquidity while prioritizing preservation of the company's legacy.

Investments are led by one of Akoya's Sector Leaders whose operating expertise aligns with the business.

## Our Difference is Our Sector Leaders

Our Sector Leaders are accomplished senior operating executives with decades of industry expertise.

Sector Leaders play an active role in opportunity identification and evaluation, and post-close, serve as the Executive Chair of the Board, providing hands-on strategic and operational guidance.

With decades of experience in the industry, our Sector Leaders can provide the necessary expertise and guidance to bring companies to their next stage of growth positioning businesses for success in competitive markets.

## Why Akoya is Interested in Investing in Residential Home Services

The U.S. Home Services market was valued at \$657 billion in 2022 and is projected to experience significant growth in the future

Highly fragmented industry with multiple add-on acquisition candidates

A trend away from DIY with an increased use of professional services

As houses grow older, there is an increase in need for repairs and other home services

With the cost of purchasing a home rapidly increasing, combined with rising interest rates, remodeling and home improvements become more attractive than moving and buying a new home

Akoya's extensive industry experience and operating expertise within Residential Home Services

## Investment Team



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Please contact a member of our investment team if you are aware of a company that fits our investment criteria.

2005 FIRM ESTABLISHED

21 PLATFORM INVESTMENTS

26 ADD-ON INVESTMENTS

9 EXITS

\$1B TRANSACTION VALUE  
SINCE 2011

## Representative Investments



Invested 2014  
Exited 2021



Invested 2022



Invested 2023

## Segments of Focus

- Water Filtration & Treatment
- Energy Efficiency Home Services
- Home Improvement
- General Residential Home Services

## Investment Criteria

- Revenues from \$25 M to \$200 M
- Minimum EBITDA of \$4 M
- Potential value creation through revenue growth and operational improvements
- Fundamentally healthy – no distressed or turnaround situations
- North American headquarters

## Sector Operating Expertise



**Harley Magden**  
Managing Director Home Services  
25+ years in residential home services  
Harley co-founded Window Nation in 2006, a window installation company headquartered in Fulton, MD, and served as CEO of the company until recently stepping down in January 2023.



**Aaron Magden**  
Managing Director Home Services  
25+ years in residential home services  
Aaron co-founded Window Nation in 2006, a window installation company headquartered in Fulton, MD, and served as President of the company until recently stepping down in January 2023.