

NORTH BRANCH CAPITAL

Heartland Home Services Adds Action Plumbing and AC Engineers to Its Portfolio of Brands

Oak Brook, Illinois – December 2, 2020



North Branch Capital (“North Branch”) announced today that its portfolio company, Heartland Home Services, has added Action Plumbing (“Action”) and AC Engineers (“ACE”) to its collection of high quality home services brands in the Midwest. Headquartered in Sun Prairie, WI, Action is one of the largest providers of non-discretionary, residential plumbing, HVAC replacement and maintenance, and electrical services serving the Madison, WI market. AC Engineers is headquartered in Shelby Township, MI and will be an extension to Heartland’s flagship brand in Southeast Michigan, Randazzo Heating & Cooling.

“These two acquisitions are very strategic to our Midwest expansion efforts,” said Bill Viveen, CEO of Heartland. “With the addition of Action, Heartland now has a significant presence in the highly attractive Madison, WI market. In addition, both businesses have 4.8 star Google reviews and a longstanding history of serving homeowners in their respective markets. We are excited to have them on board the Heartland team!”

Action and ACE mark North Branch’s seventeenth and eighteenth transactions completed since launching in 2014. Katten Muchin Rosenman LLP served as legal counsel to Heartland and North Branch. To learn more about Action, visit www.iwantactionnow.com. To learn more about ACE, visit www.acengineers.com.

About Heartland Home Services

Heartland Home Services is the leading provider of non-discretionary, residential HVAC replacement and maintenance, plumbing and electrical services in the Midwest. The company currently maintains nine brands operating across five states. To learn more about Heartland Home Services, visit www.heartlandhomeservices.com.

About North Branch Capital

North Branch Capital (www.northbranchcap.com) is a lower middle market private equity firm, based in Oak Brook, IL, with a long history of investing alongside and partnering with management teams in industrial businesses. We specifically target businesses that lead with engineering excellence or value-added services in order to solve complex customer problems. We seek partnerships with strong leadership teams driving tremendous cultures, and we are much more than a source of capital or liquidity. With 50 years of collective operating experience, our collaboration with management teams is unique. This experience comes from the Partners of North Branch, not a network of executives or consultants.