

NORTH BRANCH CAPITAL

North Branch Capital Expands Home Services Platform *Heartland Home Services Acquires First Call Plumbing*

Oak Brook, Illinois – June 25, 2020



North Branch Capital, LLC (“North Branch”) announced today that its portfolio company, Heartland Home Services (“Heartland”), has acquired First Call Plumbing, Inc. (“First Call”). Based in Jenison, Michigan, First Call is a leading provider of residential plumbing services. First Call has over a 20 year history in the greater Grand Rapids, Michigan market.

“The partnership with First Call is very strategic for the Heartland organization because it brings a plumbing capability and expertise to our service offering,” said Mike Vredevoogd at Vredevoogd Heating & Cooling. “We can leverage the strong and trusted brand name of Vredevoogd and our sister companies to bring a plumbing capability to homeowners throughout the Midwest.”

Headquartered in Macomb, Michigan, Heartland is a leading provider of non-discretionary, residential HVAC replacement and maintenance, plumbing and electrical services. The company has over 350 employees and services homeowners in Michigan, Indiana and Kentucky. This is Heartland’s fourth strategic acquisition since North Branch became the majority shareholder in November 2017.

The transaction closed on June 15, 2020 and marks North Branch’s fourteenth transaction completed since launching in 2014. Katten Muchin Rosenman LLP served as legal counsel to Heartland and North Branch in the transaction. To learn more about Heartland 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.