

HEARTLAND

Platform Partners

► **MERGERS & ACQUISITIONS**



Edward Schatz, Jr. Founder & Chief Executive Officer

The HeartLand Difference: Join Us, Stay You

We Have Deep Roots in the Industry

I’ve grown up in this industry. It’s in my DNA. From learning this work from my father, to building a small business, to scaling with the best independent operators across 24 states—at HeartLand, we’ve learned the “ground truth” of how to be successful in the green industry.

We created HeartLand because we believe in the power of local entrepreneurs. Nine years into our journey, I’m proud that HeartLand is the partner of choice for independent operators in the green industry. Across our communities, our team is driven by our shared purpose as we build lasting partnerships with owners who share a common culture of excellence and success.

Rooted in Relationships, Because We are Better Together

Our owners value our commitment to preserve the DNA of the businesses and brands they’ve built. We focus on the work that inspires them, while alleviating growth limitations and back-office frustrations. Our scaled platform, tech-enabled resources and shared services can empower your growth. Whether they’re looking to grow the business, expand into new markets, uplevel systems and services or simply keep doing what they do best, founders turn to HeartLand for our homegrown philosophy of partnering, preserving and protecting.

We take a people-first approach, committed to preserving a brand’s culture and reputation. We maintain an operator’s local branding because we recognize that you know what is best for your business. In all our partnerships, branch employees are empowered to make local decisions while leveraging the many resources that HeartLand offers to unlock new opportunities for growth.

We take pride in the resources we provide our partners, including robust training and development programs to “build-the-bench” and expand operational expertise for local leaders and employees. Our technology and business intelligence tools help accelerate growth and manage results in real-time. Finally, and most importantly, our priority is always our people as we maintain a steadfast focus on managing risk & ensuring safety.

Join Us, Stay You

We are landscapers doing business with landscapers. We love this work, and we know you do too. Our HeartLand family today includes 25 locally managed operating companies, plus 11 tuck-in acquisitions to grow those businesses, across 24 states. We’ve built one of the largest platforms of scale while maintaining and celebrating our operators’ local heritage and culture.

At HeartLand, we believe we are more than just a partner to our companies. We are protecting legacies, putting people first and creating new paths for growth. That’s the HeartLand difference.

Let’s Grow Together.

www.heartlandcompany.com



The HeartLand Difference is You

At our core, we are landscapers doing business with landscapers. We are rooted in relationships, because we are better together. We are committed to preserving and protecting culture, because **you** know what’s best for **your** business.

At HeartLand, we are proud to provide our partners with industry-leading resources, including robust training programs, advanced tech and business intelligence tools, safety enhancements and more to support long-term growth and market expansion. This is what makes us the partner of choice for independent operators in the green industry.

**HeartLand is a growth story.
Contact us today to learn more.**



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