

Platform Partners

► MERGERS & ACQUISITIONS

One Size Doesn't Fit All

Why Fairway Is Building a Different Kind of Platform in Lawn Care and Pest Control

In a consolidating industry like exterior residential services, it's tempting to assume that all platform companies are the same. Private equity-backed, growth-focused, and eager to roll up as many companies as possible, as quickly as possible.



But if you're a business owner who's spent years — maybe decades — building a loyal customer base, a strong team, and a culture that reflects your values, you know better. **One size does not fit all.**

And that's exactly why Fairway stands out.

Fairway is a private equity-backed growth platform — yes. But it's not just about growth. It's about **building something that lasts** — with the right people, the right companies, and most importantly, **the right values.**

Values-First, Always

At Fairway, the foundation isn't built on spreadsheets — it's built on **shared principles**. The companies they welcome into their portfolio reflect the same values that drive Fairway's vision:

- **Customer Excellence:** A relentless focus on doing the job right, every time. No shortcuts. No "good enough." Just great service from people who care.
- **Employer of Choice:** Creating workplaces where employees are valued, respected, and given a path to grow — not just clock in and out.
- **Career Growth for All:** From techs to team leads, Fairway is passionate about upward mobility. They don't just acquire companies — they invest in people.
- **Safety:** The safety of employees, customers, and the environment isn't negotiable. It's embedded in every protocol, every visit, every decision.

Selective by Design

Fairway isn't trying to become the biggest platform overnight. They're **selective** — and proudly so. Every company they consider joining forces with is evaluated not just on financials, but on cultural fit, operational integrity, and alignment in vision.

They aren't looking to flip businesses. They're looking to **partner** with operators who

have built something meaningful — and want to see it grow the right way.

A True Partnership, Not a Takeover

For business owners considering selling, Fairway offers something rare in today's market: a true partnership model. That means:

- **Respect for your local brand and customer relationships**
- **Retention of your team and leaders where it makes sense**
- **Tools and support to grow, not control to restrict**
- **A seat at the table as the platform evolves**

You didn't build your business to have it folded into a corporate monolith. You built it with care — and with people who believed in the mission. Fairway gets that, because that's how they're building theirs, too.

Culture Can't Be Bought — But It Can Be Shared

Ask any Fairway partner, and you'll hear the same thing: this isn't a "one size fits all" operation. Each local business brings its own strengths, history, and voice. Fairway's role is to amplify that — not flatten it.

By maintaining local offices, investing in team development, and preserving customer connections, Fairway ensures that **the DNA of each company remains intact**, while supporting them with scalable systems, best-in-class safety standards, and a network of like-minded professionals.

If you're thinking about the next chapter for your business, consider this: growth doesn't have to mean giving up your values. With Fairway, it means expanding them.

Because in an industry where everyone talks about scale, Fairway is focused on **fit**.

Ready to explore a partnership that respects your brand, your team, and your values?

Fairway is listening — and they're selective for a reason.

www.fairwaycorp.com



Growing Greater Expectations

Fairway's exterior residential service brands help improve the beauty and livability of customers' homes through lawn care, pest control, tree care, and irrigation.

The company operates in 20 states, including Florida and Texas, with a presence throughout the Southeast, Midwest, and along the East Coast.

Two pillars guide our business: deliver service excellence to our customers and create an employer-of-choice culture.



"I cannot stress how much of a positive game-changer it has been for our business to become part of the Fairway company. From the resources our customers and employees now enjoy to the opportunities for personal growth and advancement, Fairway desires to revolutionize our industry. Fairway believes in the value of customer service excellence and treating employees right. It was the right decision for us to sell to Fairway."

- Imtiaz Tootla

FOUNDER OF NEXGREEN, MICHIGAN AND CURRENT FAIRWAY CHIEF SALES OFFICER

WHO WE ARE

30+ BRANDS • 75+ LOCATIONS • 50+ YEARS IN BUSINESS • 2000+ EMPLOYEES

INTERESTED IN EXPLORING A SALE OF YOUR BUSINESS? CONTACT JAMES TURNER AT [JAMES.TURNER@FAIRWAYCORP.COM](mailto:james.turner@fairwaycorp.com).