

WHY I CHOSE

WHAT THE CUSTOMERS HAVE TO SAY

Why I Chose CCG Advisors

Why **Jim McCutcheon**, CEO, HighGrove Partners, and **Frank Mariani**, Founder, Mariani Premier Group, trust CCG Advisors

In this "Why I Chose" feature, we are proud to highlight Jim McCutcheon and Frank Mariani, two of the most recognized and respected CEOs in the industry. One led a record-setting transaction establishing a new benchmark for the sector, while the other was a first mover in high-end residential services, becoming the largest player in the industry over the last 5 years. Their perspectives offer a candid, owner-to-owner look at how experienced leaders think about choosing an advisor for the most consequential decision of their careers.

Q You had no shortage of options when selecting an advisor for the most important transaction of your lifetime. Why did you choose CCG Advisors?

JIM MCCUTCHEON: "We took our time to consider whether moving forward with a transaction was in the best interest of our family and



Jim McCutcheon

HighGrove team. Once we made the decision, we were deliberate in choosing an advisor. While we had many options, CCG stood out for their deep understanding of our industry and our business. We built a relationship over 20 years, which allowed them to approach this as a strategic partnership, not a transaction, and earned our trust through preparation, judgment, and a reputation shared by respected peers."

Q: What ultimately separated CCG Advisors from other advisors during the process itself?

FRANK MARIANI: "We built this business from the ground up, and I wanted advisors who truly understood how it works. CCG

JIM: "CCG was exceptionally disciplined. They positioned the business thoughtfully, managed buyer interactions carefully, and exercised strong judgment at key moments. They operated as an extension of our leadership team and consistently advocated for outcomes aligned with our long-term goals."

Q: Looking back, how did the outcome compare to your expectations—and what has the relationship with CCG looked like since closing?

FRANK: "The outcome was truly life changing. We achieved a strong valuation and partnered with an exceptional group that helped us build what is now the largest high-end residential landscape business in the world, a result of which I am incredibly proud. What began as a small family business has evolved into a national family of the industry's best brands.

When we decided more than six years ago, for the benefit of our associates and clients, to pursue a sale, the choice was simple: Brian and his team at CCG. The process was seamless from start to finish. I am deeply grateful to Brian Corbett, Bryan Donlin, and the entire CCG team. They are great friends, and I can confidently say they are the best in the business."

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spoke our language immediately and brought real experience in our space. This was too important to get wrong."

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FRANK: "They were prepared, direct, and decisive. CCG knew which buyers mattered, how to create leverage, and when to push—all while protecting our team so we could keep running the business."

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CCG Advisors is an Atlanta-based investment banking firm focused on the Green Industry, advising both family and sponsor-owned landscape businesses on pivotal transactions. Known for its deep sector knowledge and disciplined approach, CCG has helped guide many category-defining outcomes, including record-setting transactions and early first-mover partnerships that helped shape today's commercial and residential landscape services market.



Frank Mariani

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The Most Trusted & Experienced Name in Green Industry M&A



Deepest relationships in the industry built over **28 years**



Closed more transactions than any other financial advisor



Representing the industry's best companies, combined revenues over **\$4.0B**



Fully-staffed deal team, all with green industry experience

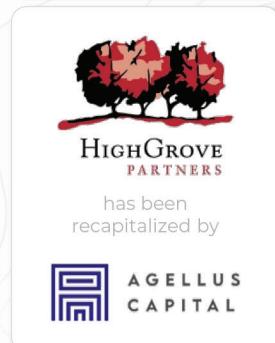


Significant experience in all major markets across the U.S.

"We've spent 36 years building HighGrove into the company we envisioned, and we've filled it with incredible people. Deciding to move forward with a transaction wasn't an easy choice, even though we knew the time was right. But choosing CCG to lead the effort was an easy decision, given their team and nearly 30-year track record of delivering outstanding results. We couldn't be happier with both decisions, and we are thrilled with the outcome they delivered for us. If you are ever considering a transaction, we recommend the team at CCG without hesitation."

Jim & Erin McCutcheon, HighGrove Partners

SELECT TRANSACTIONS



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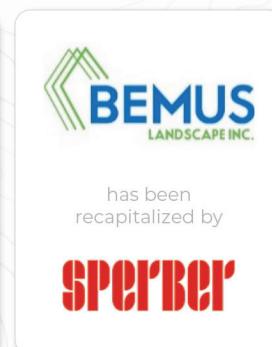
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