



**Assets Under
Management**
\$2.5+ Billion

**Investments
and Add-Ons**
45

Employees
55+

HQ
San Francisco,
Calif.

PERCHERON
CAPITAL

This Firm is Purpose-Built to Support Founders and Unlock Potential

Percheron Capital's tailored approach to investing in essential services businesses has enabled its partner companies to generate unimaginable growth.



With a distinctive focus on investing in high-quality, founder-owned essential services businesses, Percheron Capital employs a repeatable approach that propels its partners to reach their full potential. The firm draws inspiration from the Percheron, a tireless, dependable workhorse known for its unwavering commitment to get the job done—a reflection of the ethos that Percheron embodies in its partnerships.

At the core of Percheron's philosophy lies profound respect for the experience, knowledge, and success that founders bring to the table. "Our partnerships start with gaining a deep understanding of why a founder designed their business a certain way; we are investing

in great businesses, so that understanding is the basis for all future growth," says Chris Lawler, co-founder of Percheron. This reverence is complemented by Percheron's purpose-built support model which serves as a guiding force to its partners.

A CULTURE OF SUPPORT

The Percheron journey begins with extensive research on large and fragmented markets that exhibit long-term growth due to the essential services they provide. Based on that process, Percheron contacts businesses that exhibit best-in-class operating models and unit economics. "We are purposeful in our approach and

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—Greg Robinson, former owner and current board member, Big Brand

engage businesses with intention,” says Chris Collins, co-founder of Percheron. “If we are in contact, then we have identified that your business is high-quality and has the characteristics that we believe can rapidly scale in partnership with Percheron.”

To support their partnerships, Percheron has established “Centers of Excellence” led by some of the country’s most experienced essential services operators who provide solutions customized to the needs of essential services businesses. This tailored approach empowers Percheron’s partners to systematically scale their finely-tuned “operating engines” to new heights. The support includes deploying organizational design and human capital strategies vital for facilitating its partners’ growth goals, enhancement of technology infrastructure, the creation of strategic mergers and acquisitions

(M&A) growth machines, and the implementation of cutting-edge digital marketing strategies, all designed to facilitate data-driven growth. This results in, on average, Percheron’s partner companies doubling revenue in less than a year.

“Focusing on one business model allows us to take a highly tactical and repeatable approach. Our specialized support functions equip our founders with the tools and resources to go on offense, which unleashes the business’s full potential—it’s a thrilling journey to be a part of,” explains Collins.

Finally, the founders’ mindset is deeply ingrained in Percheron’s DNA, forging powerful alignment with its partners. “Alignment is key to success,” says Lawler. “We are investing with founders to support their businesses, employees, communities, and legacies. On average they roll more than 30 percent of proceeds alongside Percheron, which means we’re aligned on our growth journey, and they reap significant financial rewards along the way.”

FROM ONE TOWN TO EVERY TOWN

This culture of support is exemplified by the rapid growth of Percheron’s investment in Big Brand Tire & Service. Big Brand is a prototypical partner for Percheron: it was one of the highest-quality businesses in the growing, fragmented, and highly resilient automotive tire and service industry, and the business had significant untapped potential.

In the decades leading up to Percheron’s involvement, Big Brand developed an exceptional operating model, underpinned by advanced technology and a steadfast commitment to service quality, resulting in service centers that are three times more productive than the national average.

Following Big Brand’s partnership with Percheron, the company experienced transformational growth, soaring from \$60 million to more than \$400 million in revenue in just two short years. Today, Big Brand proudly holds the rank of the seventh-largest independent tire and automotive service business in the country, and there is more growth on the horizon.

“Percheron has done everything they promised to do, and more,” says Greg Robinson, Big Brand’s former owner and current board member. “It’s exciting to partner with their team, it’s exciting to see how energized the Big Brand team is, and it’s exciting to see our name all over the country.”



→ After Big Brand partnered with Percheron, the company grew from \$60 million to \$400+ million in revenue in two years.