BUSINESS PLAN

SoFlo Acquisitions

Your Future Is Looking Cool

Contact Information
Dean Jensen
sofloacquisitions@gmail.com
305-699-4501

Prepared
April 2026

Executive Summary

SoFlo Acquisitions

In February 2025 Dean's wife needed fabric for a project she was working on. As they had so many times over nearly 30 years of marriage, they walked into Joann Fabric to find the perfect pattern. Talking with the employee cutting their fabric, they found out the company was shuttering all locations. Returning home, Dean became curious: what had caused this icon of the craft world to reach its demise? Shocked, he discovered a sad, cautionary tale; one that left him questioning: How could this happen completely "above board," and why wasn't someone doing something about it? And then it hit him like a freight train- HE would do something about it.

In 2010 Joann Fabric had zero debt and its stock was trading at record highs. A Private Equity firm made an unsolicited buyout and immediately saddled the company with huge debt obligations and unsustainable "management fees." To afford these burdens, costs were cut and customer service faltered. 14 years later the company filed for bankruptcy and Joann ceased to exist. Careers and lives were upended, thousands left to scramble after losing a future that should have been secure working for an 80 year old company. Shockingly, this is not the exception, but the norm. It is difficult to count the companies with similar fates.

With so many Baby Boomers retiring and Private Equity lining up buy, the threat to employees of "main street" jobs has never been greater. Upwards of 12 million "main street" business owners will retire over the next 10 years. Wall Street is already moving in. The time to act is now. SoFlo Acquistions will mimic Private Equity acquisition strategies. But instead of dismantling companies in the name of "upstreaming profits," the business will be sold back to its local employees. This combines the best of all worlds: Saving "main street" jobs, Market Timing, Genuine Service, and (importantly) generous Fiscal Returns to the visionaries of today lucky enough to invest.

Problems

- Boomers have reached retirement age. Roughly 12 million businesses will be sold or shuttered over the next decade
- Small business owners do not have the skill set or desire to pivot and scale the company they founded

Value Proposition

- SoFlo Acquisitions will bring together the resources, leadership, and experience to acquire and scale small businesses in the HVAC Service sector.
- Efficiencies from Economies of Scale
- Modern Marketing (Social Media, AI, etc.)
- AI integration in day-to-day repetitive tasks
- Acquisition costs are roughly 3-4x EBIDTA while disposition at scale are typically 8-12x, generating significant returns and a solid exit plan

Acquisition Model

- 15% Cash
- 50-70% Bank Debt
- 10-25% Owner Carryback Note

South Florida HVAC Sector Analysis (Tampa/Orlando and south)

- Current market size $6.4 Billion
- Projected 5-7% annual growth over next 10 years
- Recession Resistant, with AC being used 12 months out of the year
- AI Resistant (Cannot replace licensed technicians)
- Currently multiple HVAC companies available, cash flow exceeding $500,000 each

Growth Strategy

- Years 1-2 $36 million HVAC Acquisitions
  - Average 3.5x multiple of earnings
  - Implement Systems, Leadership, and Employee Training as needed
- Years 3-5, 20% year over year growth, focused on 3 key areas
  - 10% Continued Acquisitions
  - 5% Through overall market growth & Inflation
  - 6% New Marketing & Subscription Based services

- 3% Recurring Revenue Offerings
- $60 million Revenue Target after 5 years

Management Team

- CEO Dean Jensen
  - Previous Small Business & Startup Experience
  - Experience implementing systems in large organizations
  - 35 years experience Sales & Marketing
  - Successfully built multi-million dollar organization
- CFO Rich Hein
  - 35 Years Experience in Finance, including multiple CFO positions
  - Currently CFO of Multi-million dollar non-profit
  - Former CFO $250 million revenue company in Service Sector
- COO Rob Dippold
  - 30 years HVAC experience (residential, commercial, industrial)
  - HVAC Business ownership experience
  - Focus on Process & Procedures enhancing business efficiency
  - Prioritize Education, Training, Safety
  - Holds FL HVAC Mechanical Contractors License
- Business Acquisition Advisors will assist with the following:
  - Acquisition Consulting
  - Legal
  - Due Diligence
  - Accounting

Financial Outlook

- Business will be organized as a LLC in Florida
    - Equity investment 20% stake
        - 20% of Acquisition Cost Capital Outlay
        - 60% of Annual Profit Distribution until Principle repaid
        - 20% Thereafter
    - Financial Projections attached

Current Status

- Currently working with Banking Partners
- Securing Capital Acquisition partner
- Actively working with Brokers for Acquisition Opportunities
- Actively working "off-market" channels for Acquisition Opportunities