
We know how much goes into building an independent distribution business, because we've done it. Here's how we partner with owners like you to take what you've built even further, without giving up what makes it yours.

A PARTNERSHIP FOR INDEPENDENT DISTRIBUTORS

Built by
operators.
Owned together.

ADVANTAGE DISTRIBUTION HOLDINGS



BUILDING TOMORROW'S ADVANTAGE

A FOUNDER-LED
HVAC DISTRIBUTION
PLATFORM

01 THE IDEA Your business stays yours.

Most independent distributors built their business the same way, through grit, customer relationships, and doing right by the people they serve. That's worth protecting. It's also worth building on.

Advantage Distribution Holdings (ADH) is a founder-led HVAC distribution platform, backed by institutional capital and operated by people who've spent their careers in this industry.

The model is simple. **Your name, your team, your culture, your customers – unchanged.**

What changes is the resources available to you:

- **Capital** for growth
- **Back-office relief**
- **Shared purchasing power**
- **A network of operators** who've been in your shoes
- **Real equity upside** for you and every one of your employees

THINK OF IT THIS WAY

Most **industry co-ops** give independent distributors the buying power of a large network, while every member still runs their own business.

ADH is similar

ADH does the same, but for *ownership, capital, and wealth creation.*

A platform built *by operators, for operators.*

AT A GLANCE

HOW ADH PARTNERS WITH OWNERS

<p>100%</p> <p>EMPLOYEES RECEIVE EQUITY</p>	<p>2–3×</p> <p>TARGET ROLLOVER UPSIDE</p>	<p>3mo</p> <p>TYPICAL CLOSE TIMELINE</p>	<p>Zero</p> <p>OPERATIONAL DISRUPTION</p>
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02

THE PARTNERSHIP

What partnering with ADH looks like.

Every owner's situation is different. Some are thinking about succession. Some want to grow faster than their current capital allows. Some simply want to stop dealing with the parts of running a business that distract from what they love.

ADH is designed to meet you where you are.

<p>WHAT YOU KEEP</p> <p>Everything that is important to you.</p>	<p>WHAT ADH BRINGS</p> <p>Everything you want help with.</p>
<ul style="list-style-type: none"> ✓ Your name, brand, and local identity 	<ul style="list-style-type: none"> ✓ Majority cash buyout – monetize your life's work
<ul style="list-style-type: none"> ✓ Day-to-day control of your operations 	<ul style="list-style-type: none"> ✓ Capital for new locations and adjacent markets
<ul style="list-style-type: none"> ✓ Your team – no forced changes post-close 	<ul style="list-style-type: none"> ✓ Tech & systems support: ERP, IT, automation, training
<ul style="list-style-type: none"> ✓ Your vendor and customer relationships 	<ul style="list-style-type: none"> ✓ Purchasing scale and stronger vendor economics
<ul style="list-style-type: none"> ✓ Your role as the face of the business 	<ul style="list-style-type: none"> ✓ Equity grants for every single employee
<ul style="list-style-type: none"> ✓ Meaningful rollover equity in ADH platform 	<ul style="list-style-type: none"> ✓ A network of operators who've been in your shoes

03

IN PRACTICE

A partnership in the owner's words.

Every partnership has its own story. *Here's one of ours.*

<p>CASE STUDY</p>  <p>SECTOR HVAC Distribution REGION North Carolina OWNERSHIP Family-held PARTNERSHIP Majority + rollover</p>	<p>WHAT MATTERED</p> <p>Preserve the family legacy. <i>Do right by the employees.</i></p> <p>CTC's owner had built a multi-generation HVAC distributor. What mattered most wasn't the headline number, it was privacy, speed, and doing right by the people who got the business here. ADH structured around those constraints:</p> <ul style="list-style-type: none"> — Visits after hours only — A 3-month close, start to finish — An equity grant for every CTC employee on day one
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	WHAT MATTERED TO THE OWNER	HOW ADH DELIVERED
01	Privacy & confidentiality	ADH only visited locations after hours. Employees unaware of the process until closing day.
02	Protecting family financial security	Cash upfront , plus rollover equity expected to be worth 2-3x more as ADH scales.
03	Doing right by the employees	Every CTC employee received an equity grant in ADH and now earns quarterly dividends.
04	Preserving the family legacy	Owner and son remain actively engaged. Name and culture completely preserved.
05	Speed & no surprises	First meeting to close: 3 months. Zero disruption to daily operations.
06	Continuing geographic expansion	ADH is funding two new locations within the first 12 months of partnership.

03

IN PRACTICE

The employee-led advantage.

Another partnership, another shape. *Here's one more.*

CASE STUDY



HVACR Wholesale Distributor

SECTOR	HVAC Distribution
REGION	Midwest
OWNERSHIP	ESOP
PARTNERSHIP	Full buyout + Shared Ownership

WHAT MATTERED

Honor the employee-owned legacy.
Keep the culture intact.

cfm's leadership had built one of the Midwest's most respected HVAC distributors over **50+ years**, with an employee-led culture rooted in service, accountability, and industry leadership. What mattered most was finding a partner who would **protect that legacy, preserve the team**, and create a natural next chapter after the ESOP. ADH provided liquidity to the ESOP while extending ownership participation to every cfm employee through the **ADH Shared Ownership Program**.

	WHAT MATTERED TO THE OWNER	HOW ADH DELIVERED
01	Preserving the employee-led culture	cfm transitioned from ESOP ownership into ADH's Shared Ownership Program , extending equity participation across the broader ADH platform.
02	Protecting the company legacy	The cfm name, team, and operating culture remain intact, with day-to-day leadership continuing under Lauren Roberts , who also serves as Chairwoman of HARDI .
03	Expanding opportunity for employees	Employees gain access to ADH's broader resources, technology, purchasing scale , and shared upside as the platform grows.
04	Continuity with added support	cfm continues operating locally while gaining the tools, capital, and support of a larger HVAC distribution platform.
05	Building a stronger independent platform	Together with CTC, ADH now operates 13 locations across 6 states , advancing its mission to build a top-10 HVAC distribution platform while keeping independents independent.

04

INTRODUCING ADVANTAGEOS

Drive revenue. Expand wallet share. *Accelerate growth.*

Worried about adapting to the new world of AI? *We've got you covered.*

AdvantageOS is a best-in-class suite of proprietary AI tools centered around four core offerings, paired with an endless list of bespoke AI automations tailored to each distributor's needs.



CUSTOMER SCORECARD · CRM IN ACTION

All Seasons Heating & Air, Inc.
 Champions | Trophy Account | Moderate Seasonal - Peak Dec | BRANCH1 Fayetteville - House Account
 \$301,787 prior → **\$267,435 current** · 170 → 171 orders · Last purchase: 1 days ago · ID: 236

All Seasons is fundamentally stable with **\$1.1M YTD spend** (down just 2.8% vs last year), but showing **dramatic equipment growth momentum**. Equipment mix jumped from 5% to 32% YTD driven by **65% surge in HEIL purchases** (\$295K vs \$179K), while parts declined proportionally. Recent notes explain 2024 pre-buy and cooler summer context. Their **ecomm adoption doubled from 13% to 24%** in 90 days, showing digital transformation. This Trophy Account remains on track for their 2026 dealer award goal.

ACCOUNT PROFILE		RFM SCORES	
Last 30 Days	Last 90 Days	Recency	Frequency
Spend (Last 30 Days)	\$267,435	5	5
Orders	171	→ 5	→ 5
Avg Order Size	\$1,564	Monetary	5
Equipment	\$103,790 (was \$34,510)		
Parts	\$163,645 (was \$267,277)		
Avg Margin	25.3%		
Buy Lines	52		

STATUS: Rebates: No, Consignment: Yes, Credit Limit: \$300,000, AR Balance: \$179,212

MONTHLY SPEND — LAST 18 MONTHS

LOYALTY DASHBOARD · REWARDS IN ACTION

Your CTC Rewards Dashboard
 Earn points. Unlock rewards. It's that simple.
 2026 season - Updated daily - As of May 20, 2026

★ Platinum Member | POINTS BALANCE: **8,598,456**

Status Progress — 2026

BRONZE (150k pts ✓) | SILVER (350k pts ✓) | GOLD (600k pts ✓) | SAPPHIRE (2M pts ✓) | **PLATINUM (5M pts ✓)** | DIAMOND (10M pts)

Your Current Reward: 🎁 Your choice: Fishing Trip, Myrtle Beach Trip, Pinehurst Golf Trip
 Your Next Tier's Reward: 🌴 Trip to Mexico — unlock at Diamond

You need **1,401,544 more points** to reach Diamond — roughly **\$280,309** in purchases. Order online to earn 3x points and get there faster. [Order Online](#)

POINTS BALANCE 8.6M of 10.0M for Diamond	TOTAL SPEND (2026) \$1,185,384 On pace for \$3,112,688 this year	ONLINE SPEND \$267,154 22.5% of total spend	INVOICES THIS YEAR 733 Across all branches
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BUILT FOR EVERY DISTRIBUTOR







AdvantageOS works seamlessly with *any ERP*.

No data gaps. No translation errors. No disruption to your team or operations.

05

IS THIS FOR YOU?

We're looking for independent distribution owners who see themselves in any of these.

 <p style="text-align: right;">01</p> <p>Thinking about <i>what comes next</i>.</p> <p>Whether succession is 2 years away or 10, early conversations lead to better outcomes.</p>	 <p style="text-align: right;">02</p> <p>Want to grow <i>faster than capital allows</i>.</p> <p>You have the demand and the team. ADH provides the capital to act on it.</p>	 <p style="text-align: right;">03</p> <p>Want a partner who <i>won't dismantle</i> what you built.</p> <p>Culture and team preservation are foundational, not an afterthought.</p>
 <p style="text-align: right;">04</p> <p>Want to give employees <i>real ownership</i>.</p> <p>Equity for every employee, not just leadership. Real skin in the game at every level.</p>	 <p style="text-align: right;">05</p> <p>Curious about <i>personal liquidity</i>.</p> <p>Take chips off the table while staying in the game, with meaningful upside remaining.</p>	 <p style="text-align: right;">06</p> <p>Tired of running <i>everything yourself</i>.</p> <p>ADH handles back-office, tech, HR, and marketing so you can focus on customers.</p>

You don't have to be ready to sell today.
The best partnerships start with honest conversations.

06

LET'S TALK

Reach out anytime, no pressure, no obligation.

OPERATOR TO OPERATOR

We're building what *you've built.*

The six of us eat, sleep, and breathe HVAC distribution, and we lead every aspect of an ADH partnership. If you want to talk, you talk to us.

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www.advantage-distribution.com