

Total Home Alliance

Buyer Profile | Acquisition Criteria | Tampa Bay, Florida | 2026

"Through Total Home Alliance this will be my first acquisition as a principal — and I'll say that plainly. What I bring is something rarer: I've been at the table and worked through every phase of the acquisition process many times in my current role — diligence, deal structure, integration, and operator accountability. I know exactly how these deals move, where they stall, and how to close them cleanly. When the right business surfaces, I'm funded, I'm prepared, and I don't retrade."

— Greg Mueller, Founder & CEO, Total Home Alliance

About the Buyer

Greg Mueller

Founder & CEO, Total Home Alliance LLC

- **Experience:** 20+ years scaling service organizations with multiple acquisition experience
- **Track Record:** \$20M to \$500M revenue, 1,000+ employees
- **Background:** Cabinet maker — understands trades culture firsthand
- **Commitment:** Personally guaranteeing acquisition debt
- **Entity:** Total Home Alliance LLC — formed and funded

Why Greg & THA Are Different

- Operator first, acquirer second — not a financial buyer looking to flip
- Deep CX and operational DNA from building enterprise service infrastructure
- Understands blue-collar culture — will preserve what sellers built
- Board-level financial governance applied to Main Street acquisitions
- Serious, prepared, and respectful of every seller's process

Targeted Service Verticals

Primary Focus



HVAC



Plumbing



Electrical

Acquisition Criteria & Deal Structure

\$1M–\$6M

Annual Revenue

\$200K–\$1.2M

Seller's Discretionary Earnings

15%+

Operating Margin

Tampa Bay Only

Non-Negotiable Requirements

1

Strong, Verifiable SDE

Seller's Discretionary Earnings between \$200K and \$1.2M, cleanly documented. A well-kept P&L accelerates diligence and maximizes your valuation.

2

Licensed Operator Who Will Remain

Every acquisition must have a licensed, qualified operator in place—not dependent solely on the owner's personal license. We need that person to stay on post-close. This is a hard requirement.

3

Tampa Bay Geography

We are building a Tampa Bay-specific platform. All acquisitions must operate within the Tampa Bay metro area. We do not pursue out-of-market opportunities at this stage.

How We Handle the Operator

We Build Retention Around the Right Person

A great licensed operator is one of the most valuable assets in a trades business. We recognize that—and we structure deals to keep them.

- Competitive market-rate base compensation
- Performance bonuses tied to revenue, EBITDA, and customer satisfaction
- Formal retention bonus structure
- Career advancement path
- Equity participation options

Our Philosophy

We don't buy businesses to gut them. The operator is the business. We install infrastructure and support around them—not over them.

- Operator retains authority over field operations
- Shared services handle back-office, marketing, and finance
- No micromanagement—clear KPIs and accountability

☐ "Centralize support, decentralize performance" is our operating model.

Ideal Business Profile & Why Sellers Choose THA

Funding & Deal Certainty

Funding is not the bottleneck. Total Home Alliance enters every conversation with multiple capital sources ready—allowing us to move quickly when the right business is identified.

SBA & Conventional Loans

Pre-sourced debt financing for qualified acquisitions

Personal Liquidity

Owner-funded equity contribution—skin in the game

Investor Capital

Strategic investors on standby for larger transactions

- ☐ Preferred structure: Seller financing (70–80% seller note at 6%, 5-year term) + buyer equity. This structure maximizes total seller payout through interest income, provides meaningful tax advantages via installment sale treatment, and creates fully aligned incentives. Conventional or SBA financing is also available where preferred by the seller.

Diligence Process—What to Expect

We work with experienced M&A counsel, and Financial experts. Our goal is LOI to close in 30–60 days for well-documented businesses. Post-close, we deploy a 90-day integration playbook with a seller-defined transition period—we respect the exit on the seller's terms.

What We Look For

Seller Profile

- Ready for exit (within 1-3 years)
- Motivated by legacy and team well-being
- Open to seller financing
- Trusts a smooth transition

Business Characteristics

- Strong, local brand reputation
- Proven track record & profitability
- Recurring revenue potential
- Diversified customer base

Why Sellers Choose Total Home Alliance



Legacy Protected

We honor the business you've built.



Team Taken Care Of

Valued employees, new opportunities.



No Surprises at Close

Clear process, transparent communication.

Contact

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