

PureDry Restoration Has Partnered with HighGround Restoration Group

TRANSACTION ANNOUNCEMENT | HOME SERVICES | DECEMBER 2022

SEATTLE, WA – Alexander Hutton is pleased to announce that its client PureDry Restoration (“PureDry”) has partnered with HighGround Restoration Group, Inc., a portfolio company of Trivest Partners.

PureDry is a leading home services brand in the greater Seattle area known for its high quality work and exceptional customer service. The Company has joined HighGround Restoration Group, a platform founded by Trivest Partners in 2020 that encompasses some of the nation’s leading water damage restoration brands. By partnering with PureDry, HighGround gains a highly successful and rapidly growing addition to its family of brands and enters the desirable Pacific Northwest market. Ben Surdi, Founder and CEO of PureDry, will continue to manage the Company’s operations and drive growth within the Northwest region.

The Company first started in 2010 when CEO Ben Surdi bought a carpet cleaning van and started PureClean, what is now the most premium carpet cleaning company in the Seattle area. He grew the business by providing a best-in-class customer experience, and expanded into the water damage restoration market in 2016 as PureDry Restoration. Under Ben’s leadership, PureDry has cemented its strong reputation and brand presence, consistently ranking as one of the fastest growing businesses, both regionally and nationally, on lists by the Financial Times, Inc. 5000 and the Puget Sound Business Journal.

Commenting on the transaction, Ben said, “We are thrilled to be partnering with HighGround. Out of a variety of potential partners, HighGround was the best fit for us due to their customer-centric culture and strong growth trajectory. Over the past few years PureDry has scaled significantly within the Pacific Northwest, and this partnership will help us continue building upon our past success.”

Regarding the transaction, Alexander Hutton Managing Director James Thompson said, “We sincerely congratulate Ben and the whole PureDry team on this successful transaction. Ben’s vision and leadership ability enabled him to grow PureDry into one of the top home restoration brands in the Northwest, and we were honored to serve as his M&A advisors and help move the Company into its next phase of growth.”

Legal counsel for PureDry was K&L Gates, and HighGround was represented by Akerman LLP.

MORE ABOUT PUREDRY RESTORATION

Headquartered in Snohomish, Washington, PureDry Restoration and PureClean carpet cleaning provide exceptional customer service in water damage restoration, carpet cleaning, odor removal, and mold removal in northwest Washington State. PureDry consistently ranks as one of the highest rated home services companies in its area, and the Company prides itself on offering an unmatched customer experience.

MORE ABOUT HIGHGROUND RESTORATION GROUP

HighGround Restoration Group, founded in 2020 by Trivest Partners, is a family of best-in-class water damage restoration businesses across the US. HighGround partners with high quality restoration businesses and combines local brand equity with world-class technology to create high value customer experiences.

Alexander Hutton
Mergers & Acquisitions



PUREDRY™
RESTORATION

Has been acquired by

HighGround
TRIVEST

M&A Sell-Side

Home Services

For more details on this transaction, connect with the deal team



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MORE ABOUT ALEXANDER HUTTON

Founded in 1986 and led by prominent Northwest business leaders, Alexander Hutton pioneered investment banking in the Northwest. Since its founding, the firm has provided M&A advisory services to business owners, becoming their advocates to the complex capital markets. Alexander Hutton specializes in engaging clients months or years ahead of a transaction and providing strategic advice to drive a desired outcome.

Alexander Hutton’s expertise in the home services industry is proven through successful recent transactions in the industry, including the sale of South West Plumbing and recapitalization of Dayspring Restoration. With over 220 successful M&A transactions, Alexander Hutton has gained the appreciation and trust of clients by being strong, thoughtful, and effective teammates.