

Home Services Market Update

2025 H1

Deals by Quarter



Source: PitchBook Data, Inc.

For the purposes of this report, Alexander Hutton considers the following industries to be within the Home Services category:

Home Restoration, Roofing, Residential Landscaping, Plumbing, Flooring, HVAC, Residential Construction, Pest Control, Residential Water Treatment

Insights

Residential services have long been a focus area for private equity investors and family offices. The recession proof nature of the work, a highly fragmented market, and operational improvement levers make the industry an ideal candidate for a private equity roll-up strategy. While there can be variance in deal volume over periods, demand for investment opportunities and acquisitions remains strong and competitive. This demand is evidenced primarily by transactions which indicate elevated EBITDA multiples relative to other industries.

While macro trends remain relatively unchanged, investors remain bullish on residential services outlook due to high mortgage rates, lower affordability of new homes, and the aging housing stock. Because many homeowners are choosing to invest equity into their

existing homes rather than a new one, residential services focused on home improvement (HVAC, roofing, plumbing, restoration, etc.) are receiving premium valuations. While overall deal volume is down, we have noticed a deeper emphasis from investors on quality assets, resulting in the \$100M median transaction value. These investors are looking for residential service businesses with the following characteristics:

Recurring Revenue – The recurring nature of predictable income streams (maintenance contracts, membership programs, and service agreements) helps de-risk the investment and allows an acquirer to pay premiums.

Standard Operating Procedures – Documented processes, employee training, and general standard practices signals smooth ownership transitions and scalability.

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Insights (cont.)

Tech Integration – Operational efficiency through detailed accounting and billing practices, job management software, online scheduling, AI integration, ERP and CRM systems maximizes margins.

Strong Brands – Positive online reputation through Google Reviews and Yelp will formulate customer perception and drive new business.

Business owners who are looking to exit in the future should focus on these operational improvements in order to drive a successful transaction at a favorable valuation. For businesses in the industry considering a sale, the key is not simply finding a willing buyer but ensuring that you choose the right partner for your customers, employees, and legacy.

At Alexander Hutton we have represented sellers to both Strategic and Financial buyers in the home services category. In all cases, we have received multiple offers giving our clients “options” to choose which path delivers the best price, structure and most importantly, the best cultural fit for the next phase of growth.

Some categories are in the “late innings” of consolidation (plumbing and HVAC) while others are in the “early innings” of consolidation (Restoration, Pest Control). Whether as a buyer or a seller, please reach out for a complimentary perspective.



2025 H1 Home Services Transactions

Deal Date	Location	Vertical	Seller	Acquirer	Financial Backer
6/18/2025	Seattle, WA	Plumbing	Bee's Plumbing	Moore Home Services	Odyssey Investment Partners
5/20/2025	Tyler, TX	Pest Control	Innovative Pest Control	PestCo	Thompson Street Capital Partners
4/7/2025	Sun Prairie, WI	HVAC	Cardinal Heating, Cooling, Plumbing & Electric	Redwood Services	Ares Management
4/5/2025	South Jordan, UT	Cleaning	Worried Bird Window Washing	Phoenix Franchise Brands	Privately Held
3/31/2025	Denver, CO	Waste Management	5280 Waste Solutions	Laurel Mountain Partners	Comerica Bank
3/17/2025	South Elgin, IL	Pest Control	ProActive Pest Management	Geenix	Riata Capital Group
3/10/2025	Irving, TX	Restoration	HighGround Restoration	Knox Lane	Knox Lane
2/20/2025	Houston, TX	Fire Protection	FirePro Tech	Bluejack Fire and Life Safety	Agellus Capital
2/5/2025	Englewood, FL	HVAC	Castle Air Cooling & Heating	McGee Heating & Air	Grove Mountain Partners
1/3/2025	Everett, WA	HVAC	Sno Valley Process Solutions	ACI Mechanical & HVAC Sales	Privately Held

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AH Home Services Transactions

 Has been acquired by  A portfolio company of ALPINE M&A Sell-Side Residential Services	 Has been acquired by S E Capital M&A Sell-Side Residential Services	 Has been acquired by HighGround TRIVEST M&A Sell-Side Residential Services	 Has been acquired by TRINITY HUNT PARTNERS M&A Sell-Side Residential Services	 Has been acquired by  M&A Sell-Side Home Services
2024	2024	2022	2020	2020

Contact Us

Led by a team of former business operators and executives who have built and sold companies, Alexander Hutton is a boutique, middle market M&A advisory firm that has completed 230 successful transactions. We offer a unique understanding of what it takes to run a business and an accessible team dedicated to client service. By running a high-touch, competitive transaction process for each of our clients, we are able to help them achieve their ideal outcome.

Connect with the team at Alexander Hutton and talk to us about the future of your company.

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