

**Sterling Investment Partners' Portfolio Company HeartLand, LLC  
Acquires Three Commercial Landscape and Facilities Services Providers  
December 2020**

Sterling Investment Partners ("Sterling"), a private equity firm that has been investing in and building middle-market companies for 30 years, announced that its portfolio company, HeartLand (the "Company"), acquired three additional commercial landscape and facilities services companies: Roark Landscaping Corporation ("Roark"), VerdeGo Landscape ("VerdeGo") and Inside Out Services ("Inside Out"). Since Sterling made its initial investment in HeartLand in August, 2019, HeartLand has acquired a total of six leading commercial landscape and facilities service providers.

Charles Santoro, Managing Partner and Founder of Sterling stated, "Sterling is excited about the growth HeartLand has experienced, both organically and through acquisitions, since we partnered with the management team in 2019. The Company's three most recent acquisitions, Roark Landscaping Corporation, VerdeGo Landscape and Inside Out Services, are each leaders in their respective markets. The Roark and VerdeGo acquisitions have established HeartLand in three new key markets: Tulsa, Oklahoma, Palm Coast, Florida and nearby Jacksonville, while Inside Out has expanded HeartLand's existing presence in the Washington, D.C. metro market. We continue to work with HeartLand management to build a leading national provider of commercial landscape and facilities services."

#### **HeartLand**

HeartLand is a leading super-regional provider of commercial landscape and facilities services, operating through ten market-leading operating companies that serve clients throughout Kansas City, Denver, Columbia (MO), Lexington (KY), Pittsburgh, Washington, D.C., Chicago, Tulsa, Northern Virginia and Northeast Florida. Services include turn-key grounds maintenance, landscape enhancements and winter services. The Company's customer base is comprised of thousands of properties across all commercial market segments. For more information, please visit [www.HeartLandcompany.com](http://www.HeartLandcompany.com).



#### **Roark Landscaping Corporation**

Based in Tulsa, Oklahoma, Roark Landscaping Corporation ([www.rlctulsa.com](http://www.rlctulsa.com)) is the largest commercial landscaper in the Tulsa market and has developed a reputation for consistent high-quality commercial landscaping services. Primary services include: contract grounds maintenance services, landscape enhancements, and installations. Roark serves a portfolio of commercial clients, which include hospitals and clinics in the Tulsa metro area.

#### **VerdeGo Landscape**

Based in the Palm Coast and Jacksonville, Florida markets, VerdeGo Landscape ([www.verdego.com](http://www.verdego.com)) is a leading landscape maintenance and installation provider to the Northeast Florida market. VerdeGo has earned a reputation for reliability and focuses on both client and employee relationships. VerdeGo serves a diverse portfolio of commercial customers including homeowners' associations, municipalities, condos, hospitals, and other commercial sites.

#### **Inside Out Services**

Inside Out is a leading provider of commercial landscaping services throughout Maryland, D.C., and Northern Virginia. The company provides a range of interior and exterior landscape maintenance, enhancement, snow removal and irrigation solutions to a portfolio of commercial customers in the Washington, D.C. metropolitan area. Inside Out has developed a reputation for high quality landscapes and strong customer service. Commercial customers include: office parks, multifamily

buildings, municipalities, retail / mixed use developments, homeowners' associations, and hospitality resorts.

**Sterling Investment Partners**

Sterling Investment Partners is a private equity firm that has been investing in and building middle-market companies for 30 years with a highly-experienced, cohesive team of senior investment professionals.

Sterling acquires businesses that the firm believes have strong, sustainable competitive advantages and significant opportunities for value creation. Over its history, Sterling has completed more than 175 transactions, representing \$18.0 billion in transaction value. The key sectors Sterling focuses on are distribution and business services. [www.sterlinglp.com](http://www.sterlinglp.com).



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