

# The Principium Group, Inc.

## Firm Profile

The Principium Group, Inc. is a leading merger and acquisition advisory firm serving the green industry.

Principium professionals have assisted buyers and sellers in hundreds of transactions in a variety of industries, including consumer services, financial services, medical practices and others. They are located in the Memphis, Tennessee, area, but serve clients on a national basis.

Principium focuses on serving clients in the Green Industry, including landscape services, lawn maintenance, irrigation and related businesses. In these areas, we serve clients on a national basis. Principium professionals participate regularly in industry events and conferences.

Principium serves both buyers and sellers in mergers and acquisitions. For buyers, Principium provides assistance and counsel in strategic planning, identifying potential acquisition targets, conducting due diligence investigations and planning for successful integration of acquisitions. For sellers, Principium provides assistance and counsel in evaluating strategic alternatives, identifying and negotiating with potential acquirers and assisting with transactions from due diligence through the closing process. Principium also assists companies and their investors and financing sources with restructuring to achieve a profitable level of operations.

In addition to advising business buyers and sellers, The Principium Group provides educational material through its informational website *[SellMyGreenBusiness.com](http://SellMyGreenBusiness.com)* and its monthly electronic newsletter *Green Industry Merger & Acquisition News*. It also offers regularly scheduled workshops and seminars open to industry business leaders and offers custom-designed training for individual businesses and associations. Ron Edmonds of Principium recently authored *How to Sell Your Green Business-A Practical Guide for Green Industry Business Owners*.

Principium professionals participate actively in key trade associations related to mergers & acquisitions, including the Association for Corporate Growth, the International Business Brokers Association and the Association of Professional Mergers & Acquisitions Advisors. Where appropriate, Principium cooperates with other merger & acquisition professionals to bring the widest possible exposure to our clients. Their broad industry experience and background is your advantage as you plan for the future of your business, whether or not you are presently contemplating the sale of your business or adding to your existing business by acquiring another one.



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