



# LEGACY EXIT MASTERMIND™

FULL-DAY IN PERSON STRATEGIC WORKSHOP FOR  
HVAC, PLUMBING AND ELECTRICAL CONTRACTING BUSINESS OWNERS

**Maximize valuation.  
Preserve legacy.  
Exit with confidence.**

[Register Now](#)

**December 9, 2025**

**Lytle Park Hotel  
Autograph Collection  
Cincinnati, OH**

[Questions?](#)

[Watch Video](#)

[Event Website](#)

# THE DETAILS



## → FULL-DAY STRATEGIC WORKSHOP SCHEDULE

- Tuesday, December 9 | 8:00 a.m. – 5:00 p.m.
- Includes expert-led sessions, chef-prepared breakfast and lunch, and relaxed networking with conversations over cocktails.
- VIP Upgrade Option: Private dinner Tuesday evening | One-on-one strategic implementation session Wednesday, December 10

## → WORKSHOP LOCATION

- [The Lytle Park Hotel, Autograph Collection](#) 311 Pike St, Cincinnati, OH 45202 | AAA Four Diamond | Forbes Recommended | Trip Advisor's top-rated hotel in Cincinnati

## → REGISTRATION INVESTMENT & DETAILS

- No charge for qualified business owners | Join us at no cost!
- VIP upgrade: \$897 per person. Receive exclusive dinner access and consulting to accelerate your exit readiness.
  - Private Dinner Tuesday, December 9
  - One-on-One Strategic Implementation Session Wednesday, December 10
  - Two-Hour Follow-Up Consulting Session
  - VIP Upgrade Payment [Link](#) **VIP**

## → HOTELS FOR OVERNIGHT ACCOMODATIONS

- [The Lytle Park Hotel, Autograph Collection](#)
- 311 Pike Street, Cincinnati, OH, 45202
- 1-800-228-9290 say "Legacy Exit Mastermind" [Link to book](#)



- [AC Hotel Cincinnati at The Banks Marriott](#)
- 135 Joe Nuxhall Way | Cincinnati, OH 45202
- +1 513-744-9900
- [Link to book](#)



- [The Phelps Hotel Residence Inn Marriott](#)
- 506 East 4th Street, Cincinnati, OH 45202
- +1 833-372-3535
- [Link to book](#)



**Register Now**



# BE EXIT READY

INCREASE YOUR EXIT PAYOUT BY  
**MILLIONS**

With the right preparation, you can unlock millions in additional value upon exit.  
Plan your succession. Preserve the Legacy You Built. Be Exit Ready.

# LEGACY EXIT MASTERMIND™

FOR HVAC, PLUMBING AND ELECTRICAL CONTRACTING BUSINESS OWNERS

*Increase Your Exit Payout by Millions. Preserve the Legacy You Built. Be Exit Ready.*

## THE PROBLEM

- Navigating your succession plan or selling your business?
- Mystified about what your business is worth? Have your number for retirement? Know the levers to increase value?
- Under pressure to find the right buyer? Troubled with navigating transfer within family?
- Concerned about good jobs, rewarding employees and serving clients?
- Frustrated with net worth tied up in business?



## THE SOLUTION

- Get exit ready. Define succession strategy, timeline.
- Learn what your business is worth. Clarify exit financial needs. Implement value drivers to maximize exit multiple and cash payout.
- Find the right buyer. Take action to set up the next generation for success.
- Hire the right talent. Develop team. Reward great performance. Keep brand intact and deliver excellence.
- Sell or transfer to the right entity. Maximize after tax proceeds to exceed financial goals.





# SEE WHAT YOUR BUSINESS IS — AND COULD BE — WORTH.

Our Legacy Exit Valuation Growth Calculator™ shows your current and potential valuation — **instantly!**

Most owners don't know what their business is worth, nor have a succession plan in place. 69% of business owners identified exit strategy as a top priority.

Clarify the enterprise value of your HVAC, plumbing or electrical business and the net proceeds needed to meet your financial goals after succession. Transfer your business to the next generation or sell to your preferred buyer. Now, enjoy the next chapter of life! Transfer your equity on your terms, your timeline. Command top offers from those with the capital and commitment to maximize your valuation. Preserve legacy and exit with confidence.

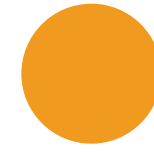
## THE PROBLEM

Want to know how to unlock hidden value for you, the family, next generation or key employees?

## THE SOLUTION

See how small shifts could add millions to your value and set you or the next generation up for generational wealth.





# DISCOVER THE VALUE OF YOUR CONTRACTING BUSINESS — **FOR FREE!**

The Legacy Exit Valuation Growth Calculator™ shows how small shifts in revenue and valuation multiples can unlock big gains at exit.

**CALCULATE YOUR  
POTENTIAL EXIT VALUE**





# MEET THE SPEAKERS



**ANN WINSTEL MORAN**  
FOUNDER  
AMAZING MECHANICAL

From welding school to boardroom strategy, Ann brings 30+ years of HVAC experience to the Mastermind. Ann has walked in your shoes—owner, operator, leader, investor, and seller. She understands succession and the importance of protecting legacy, building teams, building customer relationships and energizing positive culture. She scaled and exited Engineering Excellence and Enervise. Her journey is rooted in operational excellence, sales, growth, project management, leadership development and finance. She blends founder empathy, a growth mindset, and transactional expertise to guide owners through a successful Legacy Exit™.



**KEVIN BRUEGGE, CEPA®**  
MANAGING DIRECTOR  
MERRILL PRIVATE WEALTH

With over 20 years of experience advising owners on all facets of their financial picture, Kevin specializes in pre-liquidity strategy and competitive sell-side preparation. He works closely with entrepreneurs to align personal and business goals, optimize tax outcomes, and prepare for transformative financial events. His approach includes powerful pre-planning strategies to help owners maximize outcomes. Kevin is a Certified Exit Planning Advisor (CEPA), bringing both technical expertise and founder empathy to every engagement.



**DINO LUCARELLI**  
MANAGING DIRECTOR  
CAPITAL TACTICS INC

With over 35 years experience in large and small companies, Dino partners with and advises business owners and private equity groups in M&A transactions and capital raising. He is accomplished in business valuations, sourcing growth capital, and assists business owners to determine their potential business exit value. He also helps companies establish rigor and integrity within financial practices, reporting, and internal control processes.



**EVAN T. NOLAN**  
ATTORNEY  
KATZ TELLER

Evan has built a practice revolving around private company acquisitions, general corporate governance matters, and real estate transactions. His passion and commitment have served his clients and the community well, from private equity backed rollups and emerging growth company acquisitions to meeting the everyday needs of the firm's corporate clients. Away from the house and gym, Evan has committed his time and energy to Cincinnati City Hall as a City Councilmember since his appointment in October 2024.



**MIKE HALLORAN**  
TEACHING PROFESSOR,  
XAVIER UNIVERSITY

Mike brings a dynamic blend of academic rigor and real-world insight to his role as Teaching Professor at Xavier University's Williams College of Business. With a focus on Management and Entrepreneurship, he equips students with the strategic mindset and practical tools needed to think strategically and act decisively in today's evolving business landscape. As a member of Xavier's Center for Innovation Taskforce, Mike contributes to cross-disciplinary initiatives that foster creativity, collaboration, and entrepreneurial thinking across campus.

# MEET THE SPEAKERS



**CINDY WEINGARTNER**  
PRESIDENT  
SUCCESS DIMENSIONS, LLC

Cindy has over 30 years delivering results at Fortune 250 corporations and organizations of all sizes. As a PCC and ELI-MP, Cindy brings a unique perspective to coaching and organizational development through her expertise and experience in Sales, Marketing, Talent Management, HR, Training, and Leadership Development. She empowers her clients to develop their Emotional Intelligence, communication skills, critical thinking skills and leadership presence. Individuals expand their current capacity, move through unproductive ways and achieve goals that have alluded them in the past. Clients get to the root cause of complicated individual leader or company challenges to achieve goals.



**MYRIAH KINGEN**  
DIRECTOR, FACILITIES MANAGEMENT  
TRACTOR SUPPLY

Myriah Kingen is a strategic leader in construction and facilities management, with a proven track record overseeing nationwide multi-site programs across 2,500+ locations. Her expertise spans maintenance, capital improvements, and store refurbishment—delivered with precision, cross-functional collaboration, and a relentless focus on budget and timeline integrity. Myriah brings deep experience in program rollouts, department planning, process optimization, and contract negotiations across core trades including HVAC, plumbing, and electrical. She's known for building scalable systems that support growth while preserving operational excellence. Prior to her role at TSC, Myriah held Senior Director of Facilities Management or Procurement leadership positions with DaVita, Extra Space Storage, Burlington Coat Factory and Petco.



**KYLE BREKKE**  
DIRECTOR, FACILITIES MANAGEMENT  
INNOVATIVE RENAL CARE

Kyle is a seasoned leader in construction and facilities management, with deep expertise in multi-site program execution, energy and utility optimization, sustainability initiatives, and stakeholder relationship stewardship. His career spans diverse environments—from big box retail and boutique fitness to department stores and critical care facilities—bringing operational excellence to every scale. Prior to joining Innovative Renal Care, Kyle held senior leadership roles including Vice President and Senior Director of Facilities and Construction at 24 Hour Fitness, SmileDirectClub, Extra Space Storage, JC Penney, Michaels, Belk, and Petco. His legacy includes building resilient infrastructure, streamlining national rollouts, and aligning facilities strategy with brand growth and customer experience.



**Chris Battenham**  
CO-FOUNDER & CEO  
REINS





Chris Battenham is the co-founder and CEO of Reins and the author of *Alternative Equity*. Before Reins, he built and exited an AI software company. He grew up in a contractor family and saw firsthand how hard it is to keep great people and plan for succession without giving up control.

Today, Reins helps hundreds of contractors across the U.S. use simple, modern incentive plans to retain top talent, build leadership benches, and increase exit value without the headaches of traditional equity.

# DECEMBER 9, 2025

At Cincinnati's #1 Luxury Hotel • Lytle Park Hotel  
Magnolia Room • 8:00 a.m. - 5:30 p.m.  
Education cocktails and conversations

A full-day intensive, on-site exclusive educational strategy workshop for HVAC, plumbing and electric trade contracting business owners who want to be exit ready, transfer their business to the next generation or sell at the highest payout.

-  Maximize valuation • Preserve legacy • Exit with confidence
-  Breakfast • Lunch • Hors d'oeuvres • Cocktails • Conversations
-  Limited seats • Register early to secure your spot
-  Complimentary access for owners

 **VIP** VIP Only Optional Upgrade for Dinner and  
One-on-One Strategy Sessions in the Boardroom 12/10/2025

# THE SCHEDULE

## Full-Day Workshop

- 8:00 a.m. - 8:30 a.m. Check-in and Breakfast
- 8:30 a.m. - 12:30 p.m. Educational Sessions
- 12:30 p.m. - 1:15 p.m. Networking Lunch
- 1:15 p.m. - 5:00 p.m. Educational Sessions
- 5:00 p.m. - 5:30 p.m. Cocktails and Conversations

## YOU WILL

- Unlock hidden business value • Maximize enterprise value • Be exit ready
- Amplify transaction cash proceeds • Nurture winning cultures
- Honor legacy • Elevate leadership and teams • Deliver world-class excellence
- Enrich families, communities and generations

# LEGACY EXIT™ BLUEPRINT

A founder-focused, proven methodology to maximize valuation, preserve legacy and exit with confidence.

## STEP 1: CLARIFY & ASSESS

Define your ideal exit. Understand your “sell box.” Learn what buyers want. Identify valuation drivers. Align personal, financial, and legacy goals so your path is intentional — not reactive.



1

## STEP 2: OPTIMIZE & ORGANIZE

Improve finances. Formalize process documentation. Minimize operational dependencies. Ensure alignment between products, pricing and sales strategies. Improve operating margins. Achieve the right business mix. Consistently hit growth targets. Build transparency and buyer confidence.

2

## STEP 3: STRUCTURE & PROTECT

Build trusted advisors including legal, tax, wealth, and transaction experts. Model deal structures to quarterback a successful transition and protect after-tax wealth. Prepare due diligence early to accelerate closing and reduce risk.

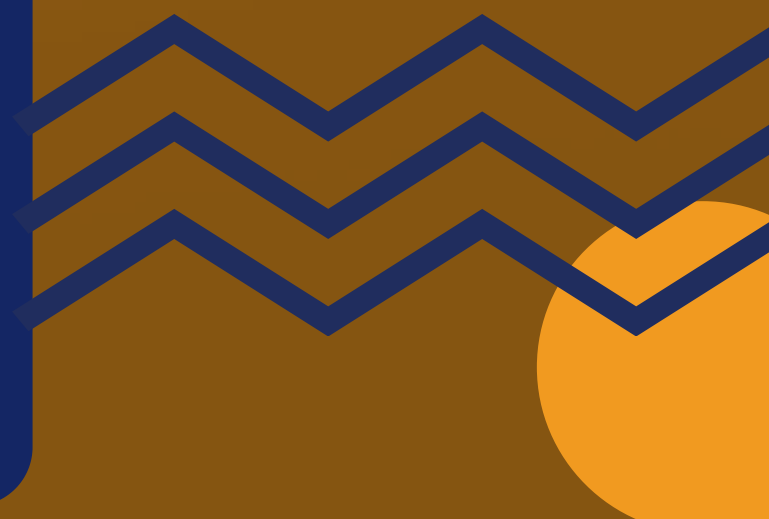


3

## STEP 4: TRANSITION & COMMUNICATE

Build a leadership team that reduces owner dependency. Align incentives. Lean on trusted advisors. Communicate the transition to ensure continuity for your people, customers, and legacy.

4



# MORNING SESSION\*



**ANN WINSTEL MORAN**  
FOUNDER  
AMAZING MECHANICAL



**MIKE HALLORAN**  
TEACHING PROFESSOR,  
XAVIER UNIVERSITY



**DINO LUCARELLI**  
MANAGING DIRECTOR  
CAPITAL TACTICS INC



**EVAN T. NOLAN**  
ATTORNEY  
KATZ TELLER

## ✓ CHECK IN AND BREAKFAST • 8:00 - 8:30

## ✓ WELCOME • FOUR STEP OWNER LEGACY BLUEPRINT™ • 8:30 - 9:30

Kick off the day with Ann for a powerful foundation in your legacy-driven transition. Ann will introduce our expert speakers and explore current industry trends. Gain essential insights into what it takes to exit strong—financially, operationally, and emotionally. Use the Valuation Growth Calculator™ to estimate your business's value. Discover which Legacy Exit Value Drivers™ most impact exit multiples. Define your “sell box” and learn what a strong succession plan includes.

## ✓ STRATEGY • THE BUSINESS MODEL • 9:30 - 10:30

Join Mike to dive deep into the 6 EOS Traction Principles that help you clarify your vision, align your team, and build operational discipline. We'll explore the 6 EOS Traction Principles: Vision, People, Data, Issues, Process, and Traction. Review your Organizational Checkup scores and uncover common challenges that hold businesses back. This hands-on session empowers you to identify challenges, create accountability, and run your business smoothly—even when you're not in the room. Walk away with practical tools and a clear plan to drive growth and prepare for a successful exit. All attendees will receive a copy of Traction by Gino Wickman—an essential guide for strengthening your business from the inside out.

## ✓ FINANCE TERMINOLOGY • BUSINESS VALUATION • QUALITY OF EARNINGS • 10:30 - 11:30

Join Dino to learn three essential valuation methods and gain clarity on key financial terms that impact your company's worth. This session will help you identify value enhancers and risks, and understand critical reports like Quality of Earnings and Form 8594 Asset Classification—arming you with the knowledge to confidently maximize your business's exit value. Terms include Cash Flow, Revenue, Cost of Goods Sold, Gross Profit, Operating Expenses (SGA), Operating Income, Taxes, NOPAT before adjustments, Interest, Pre-Tax Income, Depreciation, EBITDA, Pro Forma, Add-backs, and Adjusted EBITDA. Valuation methods: Guided Publicly Traded Company, Economic Income, and Dividend Growth Model. Master the factors that enhance or diminish value,

## ✓ NAVIGATE DEALS WITH CONFIDENCE • DEAL STRUCTURES • TYPES OF SALE • LOI • PURCHASE AGREEMENT • DISCLOSURE SCHEDULES • 11:30- 12:30

Evan guides us through deal types and structures designed to maximize after-tax cash flow while minimizing risk. Understand Asset vs. Stock sales, and key deal components like Cash, Earnouts, Rollover Equity, and Seller Notes. Learn best legal practices for LOIs and Purchase Agreements to protect your interests and maximize proceeds. Be fully prepared with disclosure schedules and due diligence essentials.

\*EACH EDUCATION SESSION IS 50 MINUTES WITH 10 MINUTES FOR QUESTIONS OR A BREAK

# AFTERNOON SESSION\*



## ✔ NETWORKING LUNCH • 12:30 - 1:15

## ✔ FINANCIAL READINESS & WEALTH EXIT PLANNING • 1:15 - 2:15

This session guides owners through intentional financial, estate, and legacy planning—before and after the transaction. Kevin will help you align liquidity, rollover, and estate strategies with your personal and legacy goals. Clarify “who gets what and why” across family, team, community, and future ventures. Understand asset transfer strategies, estate and gift tax planning tools including SLATs, GRATs, IDGTs, and gifting techniques, learn how charitable vehicles like DAFs and CRTs support impact and income and begin crafting your “Life After Exit” plan with clarity and confidence.

## ✔ ALTERNATIVE EQUITY: INCENTIVES FOR SUCCESSION, RETENTION & EXIT VALUE • 2:15 - 3:15

Equity incentives aren’t just for private equity. We’ll break down simple, proven and modern incentive tools contractors are using to retain key leaders, build succession pathways, and increase valuation before a sale. You’ll get a playbook you can use immediately to build alignment, protect ownership, and prepare for a smoother, higher-value exit where everyone wins.

## ✔ EXPERT INSIGHTS: HOW CONTRACTORS WIN & RETAIN BUSINESS 3:15 - 4:05

Join Kyle and Myriah, seasoned leaders in construction and facilities management, as they share insider perspectives on what truly sets contractors apart in a crowded market. They’ll discuss how contractors provide unique value, differentiate themselves, and build lasting relationships with customers and suppliers. Myriah brings deep expertise in nationwide multi-site program rollouts, process optimization, and contract negotiations across HVAC, plumbing, and electrical trades. Kyle offers extensive experience in energy optimization, sustainability, and aligning facilities strategy with brand growth. Together, they’ll explore the critical factors contractors must master to ensure strong cash flow, sustainable growth, and a loyal customer base — the foundation of a high-value company. Discover actionable strategies to help contractors earn and keep work by focusing on what customers truly value and how to stand out in competitive markets.

## ✔ BREAK 4:05 - 4:15

## ✔ FROM OWNER-DEPENDENT TO LEADERSHIP-DRIVEN 4:15-4:40

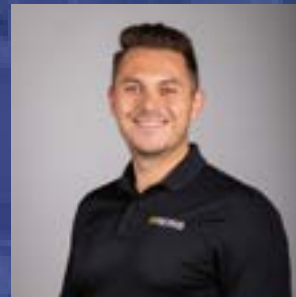
As owners prepare for their next chapter—whether selling, transitioning to family, or exploring an ESOP—one factor consistently impacts business value: the strength of the leadership team. In many family-run trades businesses, leaders were promoted for loyalty and technical skill rather than readiness to lead. The result? An “owner-dependent” culture where the business can’t truly operate—or grow—without the owner’s daily involvement. In this session, I’ll help owners identify where leadership gaps limit growth and valuation, and explore how developing confident, self-aware leaders builds both operational freedom and business value. We’ll look at the human side of transition—how emotional intelligence, communication, and shared vision translate into bottom-line readiness for exit.

## ✔ CLOSE THE DEAL AND COMMUNICATE TO KEY STAKEHOLDERS 4:40-4:45

## ✔ H’ORDEUVRES, COCKTAILS AND CONVERSATIONS 4:45-5:30



**KEVIN BRUEGGE, CEPA®**  
MANAGING DIRECTOR  
MERRILL PRIVATE WEALTH



**KYLE BREKKE**  
CO-FOUNDER & CEO  
REINS



**MYRIAH KINGEN**  
DIRECTOR, FACILITIES MANAGEMENT  
TRACTOR SUPPLY

**KYLE BREKKE**  
DIRECTOR, FACILITIES MANAGEMENT  
INNOVATIVE RENAL CARE



**CINDY WEINGARTNER**  
PRESIDENT  
SUCCESS DIMENSIONS, LLC

# WE'LL COVER:



## ✔ STRENGTHENING THE NUMBERS

Build reliable financials and clean books, diversify revenue streams by client type and product mix, and maintain strong cash flow. Buyers pay the highest multiples when profitability is proven, transparent, and repeatable.

## ✔ PROVING GROWTH & RESILIENCE

Show predictable winning customer sales processes, growing preventative maintenance contract base of 25% of total revenue, consistent operating margins, ideal customer mix and growth potential. Demonstrate a scalable sales and marketing engine, resilient operations, and leadership beyond the owner.

## ✔ SYSTEMATIZING & SCALING

Implement processes, technology, and partnerships that allow the business to thrive without the owner. Position the company as dominant in its market, with loyal customers, strong safety culture, and a leadership team ready for the future whether for the next generation or a potential buyer.

## ✔ ENHANCING LEADER DEVELOPMENT PROGRAMS

Learn how to enable individuals and teams to share vision, align and execute strategy. Understand tools such as DiSC® Work of Leaders Assessment, emotional intelligence in the workplace, CCL 360 Benchmarking and coaching to take your leadership team to a high performing group.



# WHY ATTEND?

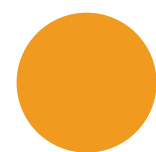
## You'll Learn:

- **Legacy Exit Value Drivers™** to boost valuation and turn sweat equity into cash
- **Strategic alignment** using EOS Traction principles and proven business models
- **Valuation clarity** with three essential methods and key financial terms
- **Deal structures and legal prep** to protect your future and avoid post-sale regret
- **Disclosure schedules** that reduce risk and save time
- **Technology tracked equity, goal and profit-sharing programs** to retain and motivate your team
- **Insider insights from seasoned buyers** on what sets contractors apart
- **Tax and wealth strategies** to build generational wealth and minimize taxes
- **4-Step Legacy Exit Blueprint** to ensure your team, customers, and legacy thrive
- **Leadership development** to close gaps and build operational freedom
- **Exit communications** that align stakeholders and reinforce trust
- **Buyer attraction strategies** to maximize sale price and fit

## You'll Receive:

- **Valuation Growth Calculator™** — see how to amplify your multiple
- **Cash Flow Story™ Analysis with Power of One** levers to boost profit, cash, and value
- **Legacy Exit Value Score™** — benchmark your readiness
- **Legacy Exit Value Drivers™** — your roadmap to a higher payout
- **EOS™ Organization Assessment** to identify structural gaps
- **EOS Vision/Traction Organizer™** to align your team and exit strategy
- **Laser Blueprint™** for building recurring HVAC maintenance revenue
- **Free DiSC® Work of Leaders Assessment + 1:1** debrief for each owner
- **Practical tools and education** for leading industry experts to grow value and exit with confidence
- **Fun prizes** for attendees
- **Valuable networking, conversations and delightfully prepared** nourishments including breakfast, lunch and party small bites to finish off the day!





# Accelerate Your Wealth Payout with:

Unlock your business's full potential and increase your exit payout by millions — while preserving your legacy.

Fast-track your path. We guide you with proven strategies and expert insights. Maximize the enterprise value and cash payout you earn when you sell or transfer your HVAC, plumbing or electrical contracting business.

What if you could earn an extra million dollars at closing? Or two, three million, or even more? Would you want to know how?

» MASTERY SESSIONS

» STRATEGIC VALUE CREATION

» 90-DAY EOS GAME PLAN





# YOUR LEGACY MATTERS. LET'S MAKE SURE IT LASTS.

## ⇒ **OUR VISION**

Achieve extraordinary outcomes for every stakeholder.

## ⇒ **OUR MISSION**

Help trade business partners succeed. Develop and assure fulfillment for owners and employees. Deliver excellence for customers. Create enduring value together.



# LET'S GO!

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[Questions?](#)

[Event Website](#)

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