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## CapitalValue Advisors Represents Bell Home Solutions in Recapitalization and Growth Investment by Socius Capital

CapitalValue Advisors ("CVA") is pleased to announce the recapitalization of Bell Plumbing and Heating Co dba Bell Home Solutions ("Bell" or the "Company"), by Socius Capital ("Socius") and Greg Palmer, CEO of Bell. CVA served as the exclusive financial advisor to Bell. "This Company is an amazing entrepreneurial success story built over three generations of the Bell family. With an established market presence as one of Denver's best-known home service providers, a history of innovation and leadership, and a reputation for superior customer service, this will be a terrific investment for Socius. We are excited for the Bell team as they continue their growth and market development," said Zack Gibson, Principal for CVA. "It was a privilege to represent the Company in this recapitalization and find a partner that will support the Company in this next phase of its growth story." The Company's management team, including its CEO, Greg Palmer, will remain with the business.

Founded in Denver in 1926 as Bell Plumbing and Heating ([www.bellplumbing.com](http://www.bellplumbing.com)) and renamed to Bell Home Solutions in 2014 to better reflect the Company's growing breadth of services, Bell is a leading full-service provider of residential home solutions and services, including repair, maintenance, replacement, and installation services for HVAC, plumbing, utility, and electrical systems. The Company also performs residential remodeling services primarily for kitchens and bathrooms, which leverage its plumbing, HVAC and electrical capabilities. Bell has a rich legacy and history in the Denver metro area as the preeminent household name for home repairs. The Company's reputation is built upon its 90+ years of quality service, earning the trust of thousands of satisfied homeowners. In a recent customer survey of 18,000 homeowner customers, 72% of those who responded to the survey said they were extremely likely to refer the Company to friends or colleagues – a level well above industry standards.

“ I’m very excited as we enter this next chapter of growing and generating new opportunities for our loyal customer base. It was critical to the Bell family and leadership team that we found a partner whose values were in alignment with ours, enabling us to maintain our quality while expanding the services we offer. CVA did an outstanding job of understanding our objectives and requirements for a growth investor and paired us with an excellent partner. Socius brings experience that will greatly assist us in forging continued growth and success, all the while maintaining the company's family values and dedication to our local community”, Greg Palmer added.

The transaction was closed on April 6, 2018.

For more information about the transaction, please contact Zack Gibson at **(720) 733-0400** or [\*\*zgibson@capitalvalue.net\*\*](mailto:zgibson@capitalvalue.net).

CVA, a member of FINRA, provides middle-market investment banking services, including mergers and acquisitions advisory, corporate advisory, business valuation and private capital formation. They are committed to their mission to make being an entrepreneur as rewarding as possible. For more information, visit [\*\*www.capitalvalue.net\*\*](http://www.capitalvalue.net) or call **(720) 733-0400**.

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