

# SIMPLE HOUSE CAPITAL GROUP

Fractional CEO • M&A Advisory • Capital Raise Strategy • Home-Services & Real Estate Operators

Dallas–Fort Worth, TX

[www.SimpleHouseCapital.com](http://www.SimpleHouseCapital.com)

## WHO WE ARE

SHCG is a private equity style operator focused on small business M&A, home services, and real estate acquisition.

Founded by Dwight Harrison, SHCG brings 20+ years of execution across acquisitions, operations, and real estate.

We help founders scale through acquisitions, operational systems, and strategic capital with real operators, not consultants

## OUR TRACK RECORD

- Led or supported exits of 3 companies valued at \$100M+
- Managed 500+ private placement investor relationships
- Deep experience in due diligence, fund management, and operational execution

## WHO WE SERVE

- Founders of home-service companies
- Real estate investors
- Private equity groups
- Family-owned businesses
- First-time buyers
- Owners preparing for exit
- Companies needing capital raise or fund setup
- Operators needing fix/scale help

## WHY FOUNDERS HIRE US

- Operators first - not career consultants
- Fast execution and clear decision-making
- Deep M&A + home-services experience
- Hands-on systems, hiring, pricing, and KPIs
- Creative deal structures that actually close
- Founder-friendly partnership models

## WHAT SHCG DOES

### Fractional CEO / COO Leadership

- Short-term or long-term leadership
- Operational cleanup and re-structuring
- Hiring GMs, ops managers, techs, sales teams
- EOS-style systems, KPIs, accountability

### M&A Advisory (Buy-Side & Sell-Side)

- Deal sourcing & screening
- Underwriting & modeling
- LOIs, deal structure, negotiation
- Seller psychology & emotional management
- Full due diligencePost-close integration

### Capital Raise Management

- Reg D fund creation
- Investor relations & reporting
- Pitch deck and PPM support
- Debt + equity structures
- Capital acquisition systems

### Real Estate Acquisition & Strategy

- SFR, CRE, multifamily, MHP, STR/LTR portfolios
- Creative finance: wraps, notes, seller finance, sub-to
- Underwriting & portfolio optimization

## ADVISORY & COACHING OPTIONS

SHCG offers multiple levels of support depending on the stage and needs of each company:

**Strategic Coaching** : High-level direction, clarity, and accountability. **Operational Consulting (Medium Lift)**: SOPs, hiring, KPIs, pricing, systems, and execution support.

**Fractional Leadership** : Hands-on Fractional CEO/COO involvement for deep operational transformation.

**Consulting for Equity** : Long-term partnership tied to growth and performance.

### CONTACT:

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