


# Analysis Traces KKR's $2 Billion Garage Door Deal to Auditable Marketing

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BlueForge Marketing today published a new analysis of the reported $2 billion sale of A1 Garage Door Service to KKR, breaking down why the company commanded a roughly 20x EBITDA multiple when typical mom and pop garage door shops trade at 2x to 6x, and what independent owners can do about it.

The analysis, "KKR Paid 20x EBITDA for a Garage Door Company. Where the Extra $1.4 Billion Went," calculates that roughly $1.4 billion of the reported price sits above even the top of the small shop valuation band. Drawing on PitchBook deal data, a local SEO case study of A1 by Sterling Sky, and $661,396 of tracked garage door Google Ads spend across 11 contractors from SearchLight Digital, the piece argues the replicable slice of that premium is a demand machine a buyer can verify in due diligence: multiple Google Business Profiles per metro, a review flywheel, phones answered around the clock, and call tracking that ties every booked job to the campaign that produced it.

A1's EBITDA grew from $27 million in 2022 to roughly $100 million in 2026, a compound rate of about 39

percent a year, alongside at least 17 additional acquisitions. Through September 28, 2026, 21 private equity backed garage door acquisitions had closed, totaling $4.2 billion and marking the strongest nine months since 2021. The trend has also reached smaller, family owned businesses. On October 29, Wheelhouse announced its purchase of All Star Garage Door, a family owned company with just over 30 employees serving Southern California and Utah.

The analysis also highlights the financial impact of brand recognition and customer response times. Branded search leads cost $66 with a 7x closed return on ad spend, compared to $173 for nonbranded search leads, demonstrating the value of building a recognizable brand. According to CallRail's 2026 homeowner survey, 41 percent of online booked jobs arrive after hours, and 97 percent of homeowners say response speed affects who they hire.

"Owners keep asking what private equity actually pays for," said Adam Loveridge, founder of BlueForge Marketing. "The answer is proof. A shop whose demand lives in the owner's cell phone gets a small multiple. A shop that can hand a buyer campaign history, call recordings, and cost per lead by source gets underwritten. That is a decision owners make with their advertising budget right now."

The analysis also warns owners to own their marketing assets outright. Advertising accounts held under an agency's name, or call tracking that disappears when a vendor leaves, make a business unauditable, and unauditable businesses receive small shop multiples, the piece argues.

The full analysis is available now on the BlueForge Marketing blog.

About BlueForge Marketing

BlueForge Marketing is a home services marketing agency based in Sandy, Utah, serving the United States and Canada. The agency specializes in local SEO, Google Ads, and lead attribution for trades businesses, working with one client per trade per city, with clients owning their websites, data, and ad accounts.
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**BlueForge Marketing**

*BlueForge Marketing helps HVAC, plumbing, remodeling, and home service contractors generate quality leads through*

*SEO, PPC, Local Service Ads, websites, reviews, and marketing automation.*

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