

Search Fund Accelerator Announces Opening of New Orleans Office

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Search Fund Accelerator is excited to announce the opening of a second office in New Orleans to complement its original Boston location. The expansion will allow SFA to grow the number of entrepreneurs in future cohorts, and to increase numbers of support staff. This decision follows four years of accumulating extensive knowledge of the search process by working closely with cohorts and securing nine acquisitions. Since SFA?s inception in 2015, the team has accumulated vast knowledge and best practices in Entrepreneurship Through Acquisition, built a technology platform, and learned how to effectively work with and support it?s CEOs. SFA now plans on using these gained experiences to expand operations to New Orleans, beginning with a soft opening phase as they learn how to best serve their two locations, while offering outstanding support and guidance to their searchers.

To ensure the quality of their search support, SFA added depth to the team with the addition of a new partner, Jay Madsen, and two new managers. In all, the group will have a staff of eight full-time members across the two offices. Additionally, the team will use state-of-the-art videoconferencing to allow collaboration

and easy access to the fellow searchers and staff of both offices. In the future,SFA plans to extend that technology to it?sCEOs and their companies. While continuing to have one new cohort each year that will join as a group for Bootcamp in August, SFA entrepreneurs will now have more choice regarding the geography, culture, and lifestyle of the location from which they choose to search.

New Orleans is an exciting metropolis that has experienced profound growth as a result of post-Katrina redevelopment. In the wake of the devastation, the home of jazz has reinvented itself as a hub of innovation and creativity, attracting young professionals and entrepreneurs from around the country as a start-up magnet. Operating from New Orleans will be a great opportunity for SFA searchers to live in a vibrant and growing American city while they explore acquisition opportunities nationwide.

Additionally, the city offers SFA searchers a number of new advantages for their operation and families. This second office provides greater proximity to companies in the South, particularly the Gulf Coast Region and the Midwest to benefit from geographic proximity to the industries they would like to consider. New Orleans is also an excellent option for those with children given the affordable cost of living and numerous family-friendly activities in the city. In 2019 searcher Justin Schulte?s words, "Having a happy family throughout the search is really important to me. My wife is thrilled to be somewhere that?s culturally more familiar and has a lower cost of living. Personally, it?s exciting to be a part of building something new for SFA and proving out a multi-office concept."

Search Fund Accelerator understands the emotional toll that searching can take on their entrepreneurs, so the opportunity to move to a city with deep-rooted culture and a strong sense of community provides an excellent option for many aspiring CEOs. Great weather, live music, and Southern hospitality are recipes for a great search experience.

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SFA - Search Fund Accelerator

SFA was created to minimize the risks searchers face while dramatically increasing the likelihood and magnitude of their success.

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