



— FOR THE OWNER OR MANAGING DIRECTOR

Electrification is changing what your customers buy.

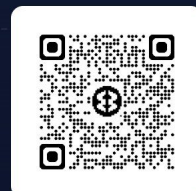
Is it changing what your business is worth?

Rostone Operating Partners works with owner-led HVAC, renewables and electrical contracting firms to build businesses that are easier to run, more profitable and more valuable.

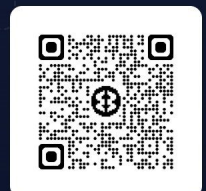
GRAX Business System

Grow. Raise. Acquire. Exit.

Build the business you want. Build the options that come with it.



BOOK A MEETING



WATCH OUR VIDEO

A decade of opportunity is arriving.

Heating, power and transport are moving onto electricity. Funding, regulation and customer demand are pushing the market in the same direction.

FUNDING

The Boiler Upgrade Scheme is helping customers make the move to heat pumps.

REGULATION

The Future Homes Standard and Part L are raising what buildings must achieve.

DEMAND

Customers increasingly want heat pumps, solar, batteries, EV charging and controls joined up, ideally from one trusted firm.

WHAT THIS OPENS UP

01 Larger contracts

Combine technologies into one proposition instead of selling each trade separately.

02 Recurring revenue

Create servicing, monitoring and maintenance opportunities from the systems you install.

03 A stronger market position

Firms that can deliver a joined-up offer are harder to displace.

04 A more valuable business

Position the business where the market is heading, while building the operational structure needed to deliver it.

THE CHALLENGE

Growth creates pressure. More enquiries. More people. More projects. More cash tied up in the business.

The owner cannot remain the system that holds everything together.

The businesses that benefit most will be those that can absorb the opportunity without increasing owner dependency.

Build a business that runs without you.

Rostone works alongside the owner part-time as an Operating Partner, providing senior operational leadership for firms that do not yet need, or cannot yet justify, a full-time Operations Director.

Build the structure the business runs on, so performance does not depend on the owner being involved in every decision.

WHAT WE BUILD

Decisions leave the owner's desk

Clear pricing, approval limits and accountability.

One way of working

A defined route from enquiry to quote to delivery to cash.

Margin visible job by job

See where value is being created, and where it is leaking.

An operating rhythm

A small set of numbers and a regular management cadence.

Value held by the business

Documented processes, company-owned relationships, contracts and accreditations.

Systems that support the process

Automation follows good operations. It does not replace them.

THE OUTCOME

A business that is easier to run and demonstrably more valuable, whether or not a transaction is ever on the table.

Four routes. One system to get you there.

GRAX is how Rostone builds the business, and it works towards one of four destinations. The starting work is the same whichever you choose.

FOUR DESTINATIONS



The foundation is the same whichever route you take. That is why it gets built first.

Four reasons owners work with Rostone

01 Options, not just improvement

The same operating foundation serves all four routes, so the work you do now does not lock you into one future. Grow, Raise, Acquire and Exit stay open, and you choose when to take one.

02 Referral opportunities

Clients join the HVAC and Renewables Collective, a closed network of electrification businesses across England. One seat per sector in each local authority area, covering:

HVAC

Electrical Contracting

Heat Pumps

Solar & Battery

EV Charging

Building Controls

Retrofit

Work passes directly between members, with no referral fees.

03 Peers across the country

Connect with owners running comparable businesses elsewhere. The conversation is about running the business, not simply fitting the kit.

04 Introductions to specialists

When you need specialist support, we can introduce you to our partner network:

Corporate Finance

Commercial Finance

Legal

Tax

Accountancy

Insurance



Paul Freudenberg

FOUNDER AND OPERATING PARTNER

An electrical and electronic engineer by training and former Capgemini programme manager, PMI certified. Paul has worked with owner-led businesses since 2009.

He works with a small number of firms at a time, alongside the owner, on the structure the business runs on.



What would change if the business could run without you?

Start with a 30-minute conversation.



BOOK A MEETING

Choose a time for a 30-minute conversation.



WATCH OUR VIDEO

See how the GRAX Business System works.