



ICONIC FOUNDERS

PRESERVING LEGACY



Founder & Owner Guide

www.IconicFounders.com



ICONIC FOUNDERS

PRESERVING LEGACY

Expert guidance for founder-led companies across the built environment ready to grow and sell their business

Our Five Step Partner Matching Process

Discovery

Explore goals, values,
and vision

Selection

Pinpoint ideal partners
through our network

Vetting

Confirm cultural and
strategic alignment

Introductions

Position you to attract
the right type of
investment partner

Deal Structuring

Secure terms that
protect your legacy

At Iconic Founders Group, we work exclusively with founder-led owners across the built environment who have built something special and are exploring what's next, whether that's taking on a strategic partner, preparing to sell, or growing with intention. We guide you through every step with honesty, insight, and care.

We specialize in board advisory, growth coaching, and — when the time is right — matching visionary Owners with growth partners who bring more than capital: strategic expertise, industry connections, and resources tailored to your business. Your dedication created something valuable; now it's time to take it to the next level without losing what makes it unique.

We've been in your shoes

As former Founders, we understand the sleepless nights that come with considering outside investment or a new partnership.

We speak your language

We cut through jargon and complexity, translating the world of investment into clear, practical terms.

We are your trusted advocate

From start to finish, we stand firmly in your corner, ensuring you find a partner who respects your vision and helps you scale while protecting your legacy.

Read testimonials from our valued clients here.



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Our Services

Sell-Side Advisory

Iconic Founders Group provides sell-side M&A advisory for founder-led companies across the built environment – specialty trades, technical services, specialty manufacturing, and construction technology. Whether you're ready to sell, bring on a strategic partner, or transition ownership, we prepare you and your business and run the entire transaction process. You get the rigor of institutional investment banking, in the hands of people who have built and sold companies of their own.

Traditional sell-side processes are slow, expensive, and misaligned. You can spend up to a year of your time away from the business, running a process that in the end is mentally and emotionally draining.

When you work with Iconic Founders Group, you can expect:

- Direct, executive-level support from strategy to close
- A commitment to learning and advocating for what matters most to you as a Founder and Operator
- Vetted buyers who are aligned on cultural fit and serious intent

You've built something worth protecting, and we want to partner with you to do that.

Board Advisory

For founders across the built environment who are not ready to sell but want to increase enterprise value, we offer strategic Board Advisory designed to increase enterprise value and prepare your business for a premium exit, whether that's one year out or five.

You'll work directly with our founder and executive team to define key goals, sharpen operations, and build a roadmap that attracts the right buyers when the time is right.

Strategic outcomes you can expect:

- Advisory rooted in real-world M&A experience
- Board-level insight from operators who've built, scaled, and sold
- A clear, actionable plan to increase enterprise value
- Ongoing support with the long game in mind — fit, timing, and financial outcome

Our lived experience becomes your edge. The right guidance now leads to stronger options — and stronger offers — later.



Kory Mitchell | Founder & CEO

Kory Mitchell is a strategic growth expert, proven business builder, and trusted advisor. He has walked the exact path he now helps other Founders navigate. With over 25 years in the specialty contracting industry, Kory has experienced the full entrepreneurial journey—from building a small regional business into a nationally recognized brand to a nine figure transaction.

Like most business Owners, Kory learned along the way, working very closely with his dad and brother to grow both organically and through small acquisitions.



In 2019 the business merged with another regional leader to form EIS Holdings. They continued the growth journey and ultimately had a very successful financial exit in 2021. Kory transitioned the CEO role in 2024. Today, the business thrives as a \$200 million leader in the environmental services space.

Since that time, business Owners have asked Kory for advice on how they might run a similar playbook. Many Founders and Owners struggle with how to take their businesses to the next level through acquisitions, or how to sell their businesses without destroying the legacy of the brand. As a result, Iconic Founders Group was born. Instead of going it alone, business Owners now have someone who thinks and speaks like they do, and someone who can advocate for their best interests.



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Your Iconic Leadership Team



Kory Mitchell
Founder | CEO

Over 25 years of experience in specialty contracting, scaling businesses and navigating successful exits.

Kory provides strategic insights to drive growth, optimize acquisitions, and prepare for profitable exits.



Natalie Asher
Managing Partner

Over 18 years across investment banking, private equity, and strategic advisory, helping 50+ companies through M&A.

She's closed over \$1B in deals, making complex transactions understandable and protecting what owners built.



Heidi Heckler
Vice President of
Business Operations

Seasoned operator and strategic advisor leading business operations across the firm.

Oversees deal support and the systems that keep engagements running at the highest level, with a founder-first focus.



Matt Maley
Vice President
of Growth

Strategic growth leader with deep experience building relationships and developing meaningful partnerships.

He drives growth by connecting founders with the expertise needed to achieve their business goals.

Contact us: Info@IconicFounders.com