



2024 ANNUAL AWARDS

PRESS RELEASE

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VR Business Sales / Mergers & Acquisitions Congratulates Jeff Child, Owner of VR in Denver, CO The 2024 VR Most Valuable Intermediary ("MVI") Award Winner & #1 Owner Award.



VR Business Sales / Mergers and Acquisitions announces that the VR Most Valuable Intermediary trophy for 2024 is awarded to Jeff Child, Owner and Managing Partner of VR located in Denver, Colorado. VR is also congratulating the #1 Owner Award to Jeff Child.

VR Business Sales / Mergers and Acquisitions began in 1979 to annually recognize the organization's top offices and individual advisors. VR also presents the VR Most Valuable Intermediary Award ("MVI"); VR M&A Award, and honors new inductees to the VR Hall of Fame.

The VR Most Valuable Intermediary Award ("MVI") has been presented in VR since its inauguration in 2005 and is the organization's highest honor. The winner of the VR MVI Award is given to an individual who has demonstrated an ability to creatively complete difficult

transactions, displays outstanding professionalism, is an advocate for its clients, has assisted in the betterment of VR, and has humbly led others by example. For over 20 years, the VR MVI has shown its belief in free enterprise and the understood value of operating with transparency, integrity, and professionalism.

The VR #1 Owner Award is presented annually to the VR Business Sales / Mergers & Acquisitions owner who ranked first in personal production. This honor recognizes having a successful year and completion of numerous sales of privately owned businesses ranging from small to the lower middle and mid-markets.

In 2024, VR is honored to award both the VR #1 Owner Award and the VR Most Valuable Intermediary Award to Jeff Child, Owner and Managing Partner of VR in Denver, Colorado. Mr. Child graduated with honors, from Colorado State University earning a degree in Business Administration with an emphasis in Finance. Mr. Child spent 20 years in corporate America working for Accenture, Kwal Paint, Comex, and the National Paint Alliance. Mr. Child's dedication to taking an honest approach to client representation combined with his creativity for unique transaction structure culminated in 2024, when he successfully sold three middle-market businesses to the same acquiring entity all within a 48-hour period. This is the success VR legends strive to achieve:

"We have watched Jeff leverage his professional career prior to VR, into becoming a national expert in the sale and acquisition of companies in the paint and specialty coatings industry. We could not be any more proud of how he has built a reputation as a nationally recognized advisor to privately held businesses in the lower middle and mid-markets. I personally want to congratulate him on his outstanding accomplishments in 2024. Way to go, Jeff! Job well done!", remarked Peter C. King, CEO, VR Business Sales / Mergers & Acquisitions.

"There is no limit to what you can accomplish when you dedicate yourself to overcoming the impossible. The work and commitment to traveling to America to meet not only with one client but with four is amazing. The three transactions that Jeff completed over 48 hours to the same acquiring entity ranked as the #2, #3, and #4 largest deals for the year. On behalf of everyone in VR, congratulations on an amazing accomplishment and receiving both the VR #1 Top Owner Award and the VR Most Valuable Intermediary Award for 2024", stated JoAnn Lombardi, President, VR Business Sales / Mergers & Acquisitions.

Founded in 1979, VR has been comprehensively addressing the needs of entrepreneurs and companies entering and exiting business ownership. VR Business Sales / Mergers & Acquisitions stands behind the philosophy "Our Strength is Our People", with a client-focused mandate adhering to confidentiality, transparency, and execution.

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