

Baronceli Family Holdings

# Partnership, Not Just Capital

We take equity in New Zealand businesses and property projects, then take the back office off your hands so you can focus on delivery.

What We Look For

## The Right Opportunities

### Businesses

- ✓ Cashflow-positive businesses ready for their next stage of growth
- ✓ Distressed businesses with a sound core worth turning around
- ✓ Founders who want to stay on and focus on the work they do best
- ✓ Construction, trades, property and professional services

### Property

- ✓ Turnkey, development and subdivision deals we can help fund
- ✓ Land with subdivision or residential development potential
- ✓ Landowners and developers looking for an equity partner
- ✓ Projects where hands-on construction experience adds value

What We Bring

## So You Can Focus On Delivery



### Equity Partnership

We invest alongside you and share the upside. A partner at the table, not a lender at arm's length.



### The Back Office, Handled

Administration, finance, payroll, management and marketing, taken off your plate.



### Systems Already Running

Our operating systems are optimised and deployed. You plug in on day one instead of building from scratch.



### A Support Network

Specialists, advisers and partners we can bring in whenever the business or project needs them.

The Process

## How It Works

1

### Introduction

A short email with the basics.

2

### Conversation

Your goals, timing and what fits.

3

### Review

Numbers and operations, no surprises.

4

### Partnership

An equity structure that suits both sides.

## How To Approach Us

**info@baronceli.com**

Send a short note covering:

What it is

Where it is

Approximate size

What you're after

Timing

Every conversation is confidential.