

How Broadleaf is Different

Broadleaf's point of difference is best understood through contrasting it to the four common acquisition models. In financial advice, similar language is often used to describe very different structures. Most transactions fall into four common models. Each is valid, but each designed for a different outcome.

The Four Common Models

Model	What it optimises for
Aggregator	Majority ownership, centralised systems. Scale through standardisation. Reduced local autonomy.
Holding Company	Centralised ownership, capital allocation focus. Operating businesses treated as financial assets.
Roll-Up	Consolidation into single entity. Optimised for rapid scale and exit. Loss of identity and independence.
Client Base Acquisition	Clean exit transaction. Transfers clients, does not preserve the business itself.
Broadleaf (Minority Partnership)	Continuity, independence, and long-term ownership across generations. Businesses remain in the hands of those who serve their clients.

The Broadleaf Difference

Broadleaf does not fit neatly into any of the four standard categories. It is best described as a **minority partnership model for ongoing businesses**. Broadleaf purchases minority stakes, allowing partner firms to remain standalone, preserve their brand and culture, and retain control over client relationships. The intent is not to centralise, merge, or standardise for its own sake, but to support continuity and long-term ownership.

This distinction matters because each model answers a different question. While others optimise for efficiency, consolidation, or exit, Broadleaf is designed around a different objective: **helping high-quality businesses remain in the hands of the people who serve their clients, across generations.**

"Broadleaf is designed for business owners who do not want to be rolled up, lose independence, or pursue a full exit, but who also recognise the challenges of succession and ownership."

Alignment Over Speed

By being explicit about what it is and what it is not, Broadleaf prioritises alignment over speed, ensuring that partners are choosing the right long-term path, rather than simply the highest immediate outcome.