



Five Points

CAPITAL

Pay4Leads INC

JULY
2024

Pay4Leads, LLC ("Pay4Leads") is a premier performance marketing company specializing in lead generation and customer acquisition. Based in Exton, PA, [Pay4Leads](#) delivers high-quality direct mail leads in the tree care industry through DBA [Tree Leads Today](#) and has recently expanded its services into adjacent markets including roofing, windows, and siding through [Roof Leads Today](#).

Five Points Capital, in partnership with Source Capital, provided unitranche debt and equity co-investment to support the acquisition of Pay4Leads by Liftout Capital. Five Points Capital's investment in Pay4Leads is in alignment with our 25+ year history of providing flexible debt and equity capital solutions for the lower middle market, continuing our commitment to serving the capital needs of sponsors and management teams, and strengthening our reputation as experienced, responsive and reliable partners. The Pay4Leads Five Points deal team was led by [Brad Burton](#), [Jason Prather](#) and [Andrew Howell](#).

**UNITRANCHE
DEBT & EQUITY**