
NEWS CENTER

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Momentum Builds as Coltala Holdings' Trudela Partners Buys Metro Energy Savers

With their second acquisition of the new year, Trudela becomes a major provider of residential HVAC services in the DFW region

DALLAS AND FORT WORTH, TEXAS (PRWEB) JANUARY 15, 2020

Coltala Holdings, a Mission-and-Margin-focused investment firm announced today the acquisition of 35 year old Metro Energy Savers, via their HVAC / Home Services acquisition platform Trudela Partners. This deal represents Trudela's second purchase in as many weeks in 2020.

Metro Energy Savers is a leading HVAC firm serving communities in the DFW Metroplex since 1987. Based in Arlington, TX, Metro Energy provides service to customers in 28 locations in Trudela's key geographic area of Dallas-Fort Worth [1].

This acquisition, added to their Walker Heating and Air Conditioning division [2], extends service coverage to north, west, and south-west DFW. Future growth is expected from organic expansion of the two divisions and through further strategic acquisitions

When asked why he chose Trudela, Metro Energy founder, Darrell Murphy replied, "I've had many offers to sell through the years, but I trust the Coltala / Trudela team. I know my company and our people are in strong, capable hands."

PEOPLE BUILD BUSINESSES

"People matter," declared Coltala Holdings CEO Ralph Manning. "When you take care of the employees who take care of your customers, profits follow. These businesses know this and we will continue to support this ethos"



The Trudela Team

"I have an extremely high comfort level with Trudela. I'm excited to be working with Paul Adams and his team." ~ Dee Murphy, Metro Energy Savers

Coltala President Edward Crawford added, "Our culture of Mission and Margin runs through the Trudela team into every HVAC company we buy and operate. We're excited about our acquisition of Metro Energy and look forward to continued growth in this local DFW market."

PROVEN HOME SERVICE PROFESSIONALS

Metro Energy Savers is an established brand in their region with a book of over 6,000 service contracts. Their leader position in the industry and their strong customer base make them a perfect strategic fit for Trudela.

"The culture at Metro Energy fits squarely into the Trudela culture and we couldn't ask for a better partner in this venture than Coltala," commented CEO Paul Adams. "Both Ralph and Edward are experienced in mentoring leaders and building leading companies. That will be invaluable to us as we grow in operations, recruiting, and in scaling our business in DFW."

Trudela's Paul Adams and Eric Shaw, themselves, have a wealth of experience and a history of success in the field of home service and HVAC.

"Paul and I helped grow Service Experts both organically and inorganically. With the additions of Walker and Metro Energy to our portfolio here at Trudela, we have created a solid platform upon which to build the top HVAC service company in DFW," stated Trudela COO Eric Shaw.

Trudela's infusion of capital and managerial expertise on top of the solid team and loyal customer base built by Darrell and Dee Murphy is a perfect formula for financial stability and rapid growth at Metro Energy.

THE FUTURE OF METRO ENERGY SAVERS

Metro Energy Savers will continue to provide the same outstanding service to their current customer base while expanding their geographic footprint in the region. All of Metro Energy's employees and highly-skilled technicians will retain their positions after the acquisition with more talented technicians being hired as they grow.

Dee Murphy added, "I have an extremely high comfort level with Trudela. I'm excited to be working with Paul Adams and his team. This is the right time to bring them on board as we continue to grow and serve our longtime customers in the Dallas-Fort Worth area.

Darrell and Dee Murphy have retained an interest in the business and will continue working as usual while serving as advisors to the Trudela team.

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[1] Metro Energy Savers service area includes:

Fort Worth, Denton, Roanoke, Keller, Grapevine, Irving, Euless, Haltom City, Saginaw, Azie, Arlington, Grand Prairie, Duncanville, Cedar Hill, Aledo, Benbrook, Burleson, Joshua, Alvarado, Midlothian, and Mansfield

[2] Walker Heating and Air Conditioning service area includes:

Carrollton, Farmers Branch, Garland, Mesquite, Plano, Richardson, Rockwall, Rowlett, Sachse, and University Park

LEARN-MORE LINKS

Coltala Holdings – Building Businesses of Significance – <http://coltala.com/>

Trudela Partners – The Proven Home Service Professionals – <http://www.trudela.com/>

Metro Energy Savers – Call the People You Trust – <https://www.metroenergysavers.com/>

REFERENCES

Getting The Best Deal for Your Midsize Company by Edward J Crawford, Coltala Holdings President
<http://coltala.com/articles/getting-best-deal-your-midsize-company>

ABOUT COLTALA HOLDINGS

Coltala Holdings is a Texas based private investment firm founded with a unique holding company approach to private equity investing with a proven enterprise-level management system – The Coltala Enterprise System™ (CES) – that enables high-potential, small and midsize companies to achieve optimal scale. With our deep bench of experienced industry professionals, and more than 100 years of combined experience, Coltala is well positioned to acquire and unlock the potential in family businesses and privately held companies in the Manufacturing sector and the Consumer and Business Services sector. Coltala's partners with leadership of companies with \$3 million to \$10 million of EBITDA that want to build long term legacies and are committed to their people and a purpose driven, mission and margin approach. Coltala is committed to being a conscientious steward of your company's legacy and to working with you and your team to take your business to the next level and build a company that matters.

For more information, please follow us on:

LinkedIn at <https://www.linkedin.com/company/coltalagroup> (Coltala Holdings)

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ABOUT TRUDELA PARTNERS

Trudela Partners is a DFW-based company specializing in home service repairs and maintenance. We focus on providing our customers with an exemplary customer experience through preventive maintenance and a first-time fix approach on service appointments. With over 70+ years in combined home services experience, the Trudela Partners team is committed to operating with honesty and integrity in everything we do and treating our customers like family.

The Trudela Executive Team includes Paul S. Adams, Chief Executive Officer overseeing all areas of the company's business including operations, sales, and marketing; Eric Shaw, COO with over 20 years of HR and operations experience in the manufacturing, retail, financial services and contracting industries; Jeff Harelson, Sales and Operations with over 25 years of national and regional experience with particular success in the Multi-Family, Home Services, and Commercial Services industries; Mark Carlson, VP People and Culture with nearly 20 years of operational HR experience in building and leveraging Culture, Organizational Development, Talent Acquisition & Management, Succession Planning, Performance Management and Employee Relations; Michael Delmore, VP Finance with extensive financial and operational experience in the aerospace, food, retail, and distribution industries.

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Media



The Trudela Coverage Area - DFW Metroplex



Paul S. Adams, Trudela Partners CEO



Eric Shaw, Trudela Partners COO



Trudela Partners Logo



Ralph W. Manning, Coltala Holdings CEO



Edward J. Crawford, Coltala Holdings President



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Metro Energy Savers Logo
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