

Brenton Point Capital Partners Launches Employee Equity Participation Initiative Across Partner Companies

Private Equity for Greater Good Founding Partner launches SHARE initiative ahead of Labor Day, reinforcing commitment to shared opportunity for all employees

NEW YORK, NY, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- As the nation prepares to recognize the contributions of working Americans this Labor Day, Brenton Point Capital Partners today announced SHARE, an employee equity participation initiative that gives eligible full-time staff at its partner companies the opportunity to share in the long-term value they help create.

The initiative has been implemented across Brenton Point Capital Partners' portfolio, including Easton Select Group, Premier Equipment Solutions and Landmark Funeral Group, and will become a standard component of all platform investments.

SHARE was developed through Brenton Point Capital Partners' founding partnership with Private Equity for Greater Good (PE4GG), an industry initiative encouraging private equity firms to distribute a portion of investment gains to all eligible employees at partner companies.



Staff at Easton Select Group, a Brenton Point Capital Partners portfolio company, learn about the company's SHARE program.

“Every successful company is built by people, and the employees who help create long-term success should also have the opportunity to participate in that success,” said Tim Hall, Founder and Managing Partner of Brenton Point Capital Partners. “Our role as investors is to help businesses grow through stronger leadership, operational excellence and long-term investment. But none of that happens without the expertise of staff who serve customers, solve problems and improve these businesses every day.”



SHARE is structured through a phantom equity plan that enables full-time employees to participate in a portion of the long-term investment gains generated during Brenton Point Capital Partners' ownership. The initiative complements existing compensation, benefits and executive incentive programs, requires no financial contribution from employees and reinforces an ownership mindset throughout participating companies.

“

Every successful company is built by people, and the employees who help create long-term success should have the opportunity also to participate in that success”

Tim Hall, Founder and Managing Partner of Brenton Point Capital Partners

Evan Weinstein, Partner at Brenton Point Capital Partners, added, “This initiative reflects our broader philosophy that building stronger businesses begins with investing in our people, especially in the service-oriented sectors we focus on. SHARE aligns the interests of employees, leadership and investors around building stronger companies for the

long term. When everyone benefits from the value they help build, it reinforces the culture, accountability and customer focus that define successful businesses.”

About Private Equity for Greater Good

Private Equity for Greater Good makes program documents and communication materials available to private equity firms who join. Firms commit to distributing investment gains in some measure to all employees who participate in creating partner company success, with program specifics varying based on individual company structures and circumstances. Learn more:

www.pe4gg.org

About Brenton Point Capital Partners

Brenton Point Capital Partners is a private equity firm focused on partnering with lower-middle-market businesses to unlock growth through strategic acquisitions and expansion. The firm partners with entrepreneurs, owners, and management teams to unlock untapped potential and deliver sustainable growth and enduring prosperity for all stakeholders. Learn more:

www.brentonpointcp.com

Rick Lacroix

Brenton Point Capital Partners

[email us here](#)

Visit us on social media:

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/935714517>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.