

LB Capital Launches EM Exteriors, the Largest Privately Held Home Services Platform

Operator-built platform brings together 15 roofing companies across 13 states, representing more than \$150 million in revenue under management with zero debt

BLUE BELL, PA, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- [LB Capital](#) today announced the launch of EM Exteriors, an operator-built exterior home services platform bringing together 15 roofing companies across 13 states with a shared strategy to scale stronger businesses, build enterprise value, and ultimately create a larger outcome together.



EM Exteriors is the operator-built exterior home services platform operated by LB Capital and the largest privately held home services platform.

Operated by LB Capital, EM Exteriors gives established roofing business owners access to the infrastructure and resources of a larger platform while allowing them to retain the name, team, leadership, and identity they have already built.

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Adam Fincik, Co-Founder of Planet Roof

The model starts by identifying and installing what a growing business is missing.

As roofing companies scale, the systems and infrastructure behind them do not always scale at the same pace. EM Exteriors works alongside its partners to strengthen documented processes, leadership, technology, automation, financial visibility, and other operational systems needed to make the business more scalable and less dependent on any one person.

The objective is not simply to make businesses bigger. It is

to build enterprise value.

Built by Operators Who Have Done It

EM Exteriors is built by founders and operators with firsthand experience scaling and exiting home service businesses. The platform launches with 15 roofing companies across 13 states representing more than \$150 million in revenue under management with zero debt, supported by a track record of six completed exits by proven operators.

The results are already visible across the platform. Planet Roof grew from \$3.4 million in revenue in 2024 and is on pace for \$22.8 million in 2026. Roofing Pups grew from \$3.7 million in 2024 and is on pace for \$18.1 million in 2026. TruChoice generated \$1.3 million in 2024 and is on pace for nearly \$12 million in 2026.

“We’ve been in the trenches with Lance longer than anyone, and we know firsthand that his model works. He doesn’t just talk about growth: he installs the infrastructure, scales the operation, and creates real enterprise value. Planet Roof was built on that exact foundation, and being part of this platform gives owners a clear path to scale bigger and win together.”

— Adam Fincik, Co-Founder of Planet Roof

That experience shapes how EM Exteriors approaches partnership.

“We’ve built businesses. We’ve scaled them. We’ve exited them. We know what it takes,” said Lance Bachmann, Founder of LB Capital, [Build It To Sell It](#), and EM Exteriors. “With EM Exteriors, we’re partnering with owners to install what’s missing, build real enterprise value, and ultimately sell as one platform. You keep your name, your team, and your leadership. We’re building something bigger together.”

The long-term strategy extends beyond the growth of any individual roofing company. Instead of building each business toward an individual exit, EM Exteriors is designed to strengthen the companies together and ultimately create the opportunity to exit as one larger platform.

Bringing the businesses together also creates greater scale and leverage, including increased buying power with vendors and manufacturers, while giving owners access to shared resources and operating infrastructure.

For partners, that means continuing to build the business and brand they created while participating in the value of something larger.

“LB Capital isn’t just an investor; they are proven operators who know how to build, scale, and win. Partnering with Lance and his team gives High Tide the backing and infrastructure to build true enterprise value without losing who we are. We keep our name, our culture, and our team,

but now we have the fire-power to scale bigger than ever.”

— Hunter Wilson, Co-Founder of High Tide Roofing & Restoration

A Platform With a Personal Name

There is a reason the platform is called EM Exteriors.

EM is Emily, Bachmann’s wife.

Emily was there before the exits. Before the platform. Before the industry knew Bachmann’s name.

Bachmann named the platform after her as a reminder that building enterprise value is ultimately about more than a number on a balance sheet. It is about what building a valuable business can make possible for the family behind it.

Because behind every company we partner with, there’s an Emily.

A Path to Partnership

EM Exteriors is selective about the roofing businesses and owners it partners with. For owners interested in exploring whether there could be a fit, the first step is getting in the room at a Build It To Sell It event.

These events give owners an opportunity to experience the operating philosophy firsthand, meet the people behind the platform, and demonstrate that they are serious about doing the work required to build a stronger, more valuable business.

“Joining forces with LB Capital was a no-brainer because Lance and his team have actually done it. They’ve built, scaled, and exited massive businesses. This partnership lets us preserve our brand and leadership while adding the missing operational pieces to maximize our long-term value. We get to run our business, but now we’re building something much bigger together.”

— Nicole Rhodes, Co-Founder of Gold Seal Roofing

Learn more about EM Exteriors at <https://lbachmanncapital.com/em-exterioris/>.

About EM Exteriors

EM Exteriors is the operator-built exterior home services platform operated by LB Capital and the largest privately held home services platform. EM Exteriors partners with established business owners to install the systems, processes, leadership, technology, and financial visibility

needed to scale and build real enterprise value. Built by home service founders who have scaled and successfully exited businesses themselves, the platform brings together 15 roofing companies across 13 states representing more than \$150 million in revenue under management with zero debt. Partners retain their name, team, and leadership while gaining the infrastructure, resources, and scale of a larger platform built toward a shared future exit.

Sean Miller

Eosphorus Media

[email us here](#)

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