

Milestone Partners Sells G5

Radnor, PA, October 11, 2021 – Milestone Partners (“Milestone”) is pleased to announce the sale of G5 Search Marketing, Inc. (“G5” or the “Company”) to RealPage, Inc., a portfolio company of Thoma Bravo, on August 26, 2021. Financial terms of the transaction were not disclosed. Milestone invested in G5 in August 2015 along with PeakEquity Partners. During Milestone’s holding period, G5 more than doubled its Annual Recurring Revenue.

Serving its 500+ customers over 8,300 Multifamily, Senior Living, and Self-Storage properties, G5 is a leading digital marketing SaaS platform purpose-built for the real estate sector. The Company’s comprehensive suite of scalable solutions enables real estate companies to manage day-to-day marketing and customer engagement activities effectively. G5’s proprietary platform drives lower customer acquisition costs and higher ROI, optimizing property owners’ ability to attract, analyze, and convert potential tenants.

Raymond James served as exclusive financial advisor to G5 in connection with this transaction.

G5 (www.getg5.com), a SaaS digital marketing company for the real estate sector, delivers a scalable solution to property owners focused on prospective tenant acquisition to lower costs and improve ROI. The Company’s full suite of offerings simplifies the complexity of digital marketing to maximize effectiveness and increase marketing efficiencies to maximize NOI for customers.

Milestone Partners (www.milestonepartners.com) is a private equity firm that partners with management to invest in leveraged buyouts and recapitalizations of middle-market businesses. Based in suburban Philadelphia, Milestone Partners has closed a total of over 100 acquisitions, add-ons and sale transactions since 1995, while managing \$947 million of committed equity capital.

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