

To Whom It May Concern,

It is with genuine enthusiasm that I write this letter of recommendation for Promontory Point Capital, and in particular, Bill Penkwitz and Alex Penkwitz. I recently had the privilege of working closely with them on the successful sale of my company, ACT Dental Practice Coaching, and I can say without hesitation that their guidance, professionalism, and character were instrumental in every phase of the process.

From the outset, Bill and Alex were deeply involved in all aspects of the transaction. They prepared the materials necessary to present our company in the best possible light, highlighting the unique value we've built over the years. Their ability to craft and articulate a compelling narrative around our business was impressive and greatly contributed to the interest we received.

As negotiations progressed, I was consistently impressed by their strategic insight and persistence. Not only did they help secure economics that exceeded my expectations for the overall transaction, but they also negotiated a favorable personal employment agreement for myself and terms that reflected a true understanding of my goals and needs.

Throughout the diligence and final documentation phases, Bill and Alex took the lead, coordinating the many moving parts and ensuring the process moved forward without losing focus. Their efforts allowed my team and me to remain focused on the day-to-day operations of the business, which was invaluable during such a critical time.

Perhaps most importantly, they never lost sight of the human element. They maintained a tight timeline and kept all parties aligned with the terms of the Letter of Intent. They were always available when needed, keeping me informed and involved, yet never overwhelmed. Their communication was clear, timely, and always rooted in my best interests.

What sets Bill and Alex apart, however, is their integrity. They are people you can trust—plain and simple. They operate with a strong moral compass, and I always felt they were advocating for me, not just as a client, but as a partner. They are true professionals and even better people. I give them my highest recommendation to anyone considering a trusted advisor for their business transaction.

Sincerely,

Barrett Straub

Dr. Barrett Straub, DDS
CEO - Smile Source, ACT Dental