

Dubin Clark Portfolio Company Super Home Services Has Acquired Mosquito Mist and Custom Green Lawns, Inc

16 February 2024

JACKSONVILLE BEACH, FL – February 16, 2024 – Dubin Clark, a private equity firm focused on building niche market leaders in the lower middle market, announced today that its portfolio company, Super Home Services, LLC (“SHS”), has acquired Mosquito Mist and Custom Green Lawns, Inc.

In February 2024, SHS acquired Mosquito Mist, which provides effective residential and commercial mosquito control with automated mist systems. Headquartered in Sarasota, FL, it has served the Central Florida area for 19 years. Mosquito Mist provides installation of new misting systems as well as repair, maintenance, and event fogging. <https://mosquitomistfl.com/>

In February 2024, SHS acquired Custom Green Lawns, a lawn care and pest control company headquartered in Longwood, FL serving Central Florida. Voted Best Lawn Maintenance & Pest Control company 4 years in a row by the Orlando Sentinel, Custom Green focuses on lawn, shrub, and plant care as well as pest control. <https://www.customgreenlawns.com/>

In July 2021, Dubin Clark formed SHS to partner with leading companies to provide a concierge in-home service solution throughout the Southeastern United States. SHS previously acquired Evergreen Lawn & Pest Control, Inc. in July 2021, and Service Choice in December 2022.

Brent Paris, Managing Partner at Dubin Clark, stated, “These two companies’ growth over the past couple years demonstrate their management teams’ commitment to superior products, service offerings, and outstanding customer service. It’s exciting to bring Mosquito Mist and Custom Green to the SHS platform and begin the work of fueling further growth throughout Florida and beyond.”

SHS CEO Mike Schmitt commented, “Adding Mosquito Mist and Custom Green to the growing SHS platform is a great start to 2024. We believe our partnership with these management teams will only increase our collective market leadership and better serve the communities through both unique and complimentary service offerings to our loyal customers. Together, we look forward to providing customers with superior permanent pest solutions and beautiful, healthy lawns at their homes and businesses.”

#### About Dubin Clark

Established in 1984, Dubin Clark is a private equity firm with offices in Jacksonville Beach, FL (HQ) and Miami Beach, FL. The Dubin Clark team is led by experienced private equity professionals who bring decades of success in lower middle market

investing. Dubin Clark targets lead or control investments in Branded Niche Manufacturing, Residential Home Services, and Event Services companies with at least \$5 million in sales. The firm's mission is to create value by helping companies grow through a coordinated approach that includes providing capital to support internal growth, completing complementary add-on acquisitions to build market position, and helping to develop new strategies for the future while protecting the independence, culture, and values that made the company successful. For additional information, visit <http://www.dubinclark.com>.