



COINVESTOR CLUB

TOP

50 MICROCAP INVESTORS



Powered by **AVENEL**  
FINANCIAL GROUP

## Brent Beshore

### Permanent Equity

---

For this week's Top-50 feature we present Brent Beshore, Chief Executive Officer and Founder of [Permanent Equity](#). Brent leads the acquisition and diligence teams by focusing "on North American-based private companies with consistent annual pre-tax net earnings between \$2.5 million and \$25 million, and two or more of the following characteristics: Stable & Diversified Client Base, Healthy Layer of Non-Owner Management, Closely Held Ownership Looking to Retire, Quality Brand Name/Strong Reputation and Established Niche Expertise." Similar to Peter Lynch, at Permanent Equity, they believe boring is beautiful. "Boring businesses aren't stagnant; they're specialists. They're not looking for quick PR hits, a flashy new product to 'save' the company, or to make a move merely to create the illusion of progress. They are perfectly fine to do the same thing day in-and-out, refining their expertise, systems, and service. And, through that commitment to excellence they profit." Meanwhile, outside of work, Brent has a wife and three young daughters who enjoy participating in church activities, and occasionally competitive tennis and golf.

As we look forward to next week's feature, you can keep up to date with Brent's most recent endeavors via his personal [Twitter](#) account. Please note that this article only reflects publicly available information since no conversation took place with Mr. Beshore prior to publication.