

MAKE  
IT A  
GREAT  
DAY!

MATT KAULIG

**MATT KAULIG** PRESS KIT



**@MATTKAULIG**



KAULIGCOMPANIES.COM

# IF YOU'RE NOT GROWING, YOU'RE DYING.

**M**att is Founder and Board Member at Leaf Home, the parent company of LeafFilter, Leaf Home Safety Solutions and Leaf Home Water Solutions. He is a skilled entrepreneur and business owner who has successfully developed the LeafFilter business and the leadership team over the past 15 years. Matt has grown the company from one small office in Stow, Ohio to over 117 offices that span across North America.

In addition to his role at LeafFilter, Matt is also the owner and Executive Chairman of The Kaulig Companies, a single-member family office that includes Kaulig Capital, a private equity, real estate, and investment banking firm; Ellsworth

Advisors, a comprehensive financial planning and asset management firm; Kaulig Media, a full service marketing and media agency; Kaulig Racing, which fields three cars in NASCAR's Xfinity Series and one car in various NASCAR Cup Races; and, The Kaulig Charitable Giving Programs, that seeks to assist in solving significant challenges for the lives of individuals through the giving of time and financial assets.

Matt graduated from the University of Akron with a BBA in Marketing Management and quarterbacked the U of A football team.

## MATT KAULIG

- Entrepreneur, Philanthropist
- NASCAR Team Owner, 2017 EY Winner
- 2020 NASCAR Comcast Community Champion of the Year Award Finalist

**FOUNDER AND BOARD MEMBER**  
Leaf Home™

**CHAIRMAN OF KAULIG COMPANIES**  
Kaulig Capital, Kaulig Racing, Kaulig Media, and  
The Kaulig Foundation

“MINDSET IS  
A KEY TO  
HAPPINESS.”

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# THE STORY OF MATT KAULIG

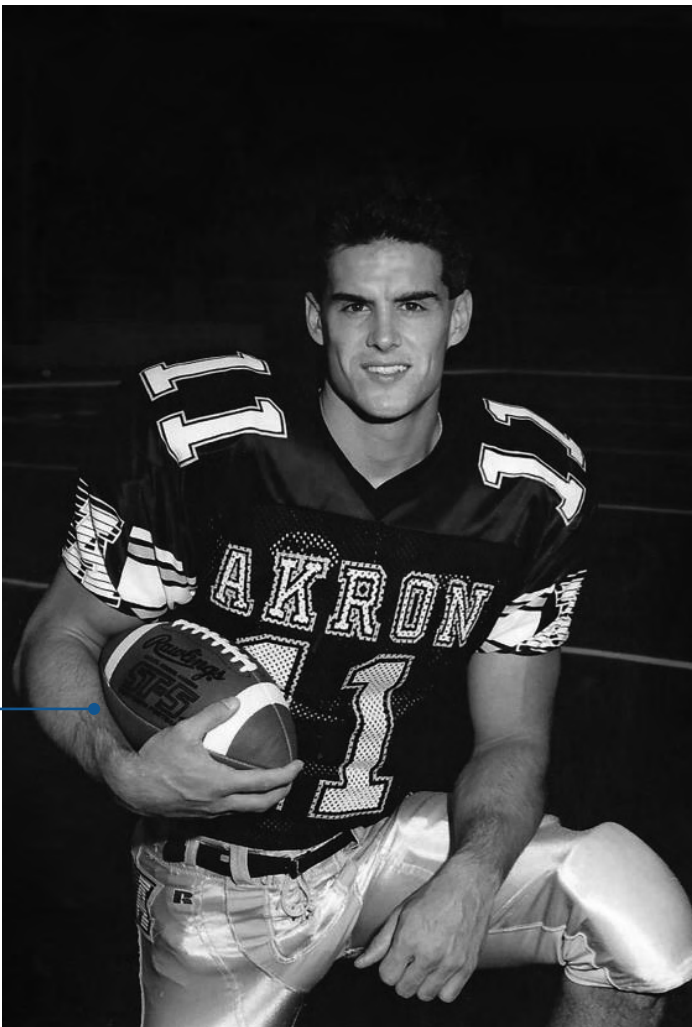
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Turning adversity into opportunity is a lesson Matt Kaulig learned as a high-school senior. Star quarterback for his high-school football team, Kaulig was expected to have his pick of full-ride scholarships from Division I schools; unfortunately, that all changed when he experienced a knee injury that would bench him for the rest of his senior year. Never one to give up, Kaulig accepted a scholarship to the University Akron and became a standout quarterback. The resilience, determination and strong work-ethic that fueled his athletic comeback also propelled his success as an entrepreneur.

Till this day, Matt remains heavily involved in the Akron Zips community as he provides aid for the school's football programs and lends a helping-hand in sponsoring events.

Scaling from one home office to a top home improvement company in the nation is no easy feat. Yet, that's exactly what Kaulig did in 2005, while focused on selling only one product: LeafFilter Gutter Protection.





While the competition was scaling back and saving money, Kaulig saw this as an opportunity to expand his business and invest in advertising. The Great Recession of 2008 caused many businesses to close their doors. However, with faith in his product and team, Kaulig chose to pursue three new markets, expanding to Virginia, Cincinnati, and Baltimore. In an effort to keep his team focused, he encouraged them to avoid news and media outlets, which tried to alarm consumers and businesses about the tanking economy.

Under Kaulig's strategic direction, LeafFilter Gutter Protection, a consumer product good, grew from \$5.4 million in revenue in 2008 to \$11.5 million in 2009, during a difficult time where consumers lacked confidence. As Kaulig took bold, yet calculated, risks and pushed the limits, it proved to be a prosperous and worthwhile opportunity.

Kaulig's successes at LeafFilter lead to the creation of a series of companies further demonstrating Kaulig's ingenuity and versatility.

Kaulig lives in Hudson, Ohio with his wife, Lisa, and daughter, Samantha.









# AT THE PODIUM


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With the ability to speak on a variety of topics related to entrepreneurship, business, and finance, Kaulig is a sought -after and acclaimed speaker, consistently leaving audiences feeling energized and inspired.

## **Recent topics with audiences and media include:**

- Entrepreneurism and building the right team.
- Creating an energetic workplace culture.
- Leadership and what it means in business and life.
- Philanthropy and the importance of giving back.
- The power of digital marketing for business of all sizes.
- The art of the deal.





“LOSE THE WORD  
“TRY.” INSTEAD,  
COMMIT TO WHAT  
YOU WILL DO.”

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# KAULIG COMPANIES

Kaulig Companies Limited is a Single Member Family Office for Matt Kaulig and his direct family. Over the last two decades, the firm has developed significant relationships with professionals and other entrepreneurs who share the same vision and business philosophy. These current and future relationships represent the essence of the firm and have helped it to become what it is today.

The Family Office of Kaulig Companies is managed by Matt Kaulig and Tim Clepper. Their strong leadership and savvy entrepreneurship have helped shape each company into what it is today.

**KauligCapital**

**KAULIG  
RACING**

LeafFilter  
GUTTER  
PROTECTION

**KAULIG  
MEDIA**

**Kaulig Giving**

*Ellsworth*  
ADVISORS





Matt is Founder and Board Member at Leaf Home, the parent company of LeafFilter, Leaf Home Safety Solutions and Leaf Home Water Solutions. He is a skilled entrepreneur and business owner who has successfully developed the LeafFilter business and the leadership team over the past 15 years. Matt has grown the company from one small office in Stow, Ohio to over 117 offices that span across North America.

LeafFilter has revolutionized the gutter protection industry with innovation and an unrelenting work ethic that has resulted in significant expansion and major accolades.

Our constant drive toward perfection is a testament to you and your desire to succeed in every aspect of our business.

Bottom line, we all believe in the LeafFilter Gutter Protection experience. As a team, we have supreme confidence that our product is the preeminent gutter guard on the market and we will always strive to provide stellar service right along with the nation's best.

From top to bottom, each employee at LeafFilter has a vested interest in our constantly evolving company and we all make every effort

## IF YOU'RE NOT GROWING, YOU'RE DYING

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to make a positive impact day in and day out.

In the time since our humble beginnings, LeafFilter has received multiple positive reviews from consumer review publications, won many awards, and been accredited, affiliated and endorsed by professional groups and consumer agencies. Favorable reviews of the LeafFilter gutter guard system from major review publications and homeowners have only confirmed our reputation as the best gutter protection on the market.

Since LeafFilter's incorporation in 2005, we have helped over 400,000 customers end gutter cleaning for life. Originally, LeafFilter was a small business operation in Northeast Ohio, but we have since expanded operations from one office in Stow, Ohio to over 117 locations across the United States and Canada. Despite expansion, LeafFilter has always maintained the work ethic and outstanding customer service that made the company successful from the beginning.

Along with massive growth, we have received many awards and accolades for excellence throughout the years. Adding to our growing trophy collection, LeafFilter was listed to the Qualified Remodeler Top 500 for the ninth straight year, rising closer the top of this



prestigious list as the 3rd largest remodeler in the nation.

For the sixth straight year, LeafFilter was named to the Remodeling 550 as the 2nd spot in 2020. Aside from being recognized as a top remodeler in the country, in August of 2020, we were named to the Inc. 5000 list for the ninth year in a row. Even more incredible, we jumped up over 1,000 spots on the list!

We are devotedly interested in our business and constantly discovering and learning new ways to advance the LeafFilter brand in a positive direction. And that never-ending drive has been the key to our success story.





“DECIDE WHAT  
KIND OF LIFE YOU  
ACTUALLY WANT.”



## KauligCapital

Born out of success of LeafFilter Kaulig Capital was created to fulfill the need to grow and manage Matt's money. Kaulig takes his decades of experience, combined with his entrepreneurial spirts, and has shifted into his newest role as Chairman of Kaulig Capital. Kaulig Capital seeks to provide comprehensive investment and wealth management services, while building long-term relationships with clients. Kaulig Capital, LLC prides itself on having a long-term approach to capital management and utilizes a very specific process in identifying and ultimately investing its assets. Because of a growing number of financially successful entrepreneurs, athletes and entertainers that come into significant resources as result of a sale of a business or other transaction, Kaulig Capital, LLC provides its infrastructure to those who are invited to become partners.







Kaulig brings the same passion and drive to his NASCAR team. As an industry leader, and a recognized, successful entrepreneur, Kaulig has a proven record of developing new ventures that thrive. In 2016, he founded Kaulig Racing and established the headquarters in Welcome, North Carolina. Setting the team up for success early on, Kaulig Racing joined forces with Richard Childress Racing to create a technical alliance, including the use of ECR engines. The Kaulig Racing team is focused on building race cars from the ground up and continues to find new and revolutionary technologies to improve the performance of their race cars.

Since then, Kaulig has managed to establish his race team as a winning multi-car organization, that will contend for Championships.

Kaulig Racing has earned ten wins, two poles, 60 top-5 and 145 top-10 finishes to date.

Has earned five consecutive NASCAR Xfinity Series (NXS) Playoff Bids.

Kaulig Racing has blossomed from a single car team to three full-time weekly entries for the 2021 season.







“ONE TEAM.  
ONE DREAM.  
TROPHY  
HUNTING.”











Kaulig Giving

011

DATE 08-02-2019

PAY TO THE ORDER OF Cleveland Indians Charities

\$ 25,000<sup>00</sup>

Twenty-Five Thousand<sup>00</sup>/<sub>100</sub>

DOLLARS

MEMO Donation

Matt Kaulig

⑆23456789⑆234567890⑆011



GMC



# Kaulig Giving

The Kaulig Companies and Kaulig Family Foundation have a joint mission to support charitable causes that serve underprivileged children or those dealing with serious medical issues. It is also a priority to support non-profit organization having a positive impact on the local community. As our company expands, we anticipate our philanthropy growing too. If your charitable cause meets our passion for helping others and lifting up our community we want to talk.

It is important to us to support the wellbeing of children and families and develop partnerships with like-minded non-profits. We fund more than fifty nonprofit organizations in our community and beyond. Please visit our Kaulig Giving Partners page to learn more about each of these impressive organizations making our world a better place.

Along with his reputation for being a successful entrepreneur in Northeast Ohio, Kaulig has emerged as a mega-donor and philanthropist. Creating a long and lasting impact on the local community and the lives of others.

While many donors and philanthropists are focused on how much and how often they give, Kaulig is thoughtful in his donations of time and money and how his giving impacts people's lives and communities.

Much of Kaulig's philanthropic work is focused on the well-being and health of children. Having gone through IVF for their daughter, Samantha, and having the NICU at Akron Children's Hospital care for her after she was born, the wellbeing of children has always been near and dear to Matt Kaulig's heart.

Through his work with Akron Children's Hospital, Santa PICsU, A Kid Again, Flashes of Hope, Cleveland Indians Charities, Walk for Babies, the Martin Jr. Truex Foundation, Childress Institute for Pediatric Trauma, Autism Awareness and The Lebron James Family Foundation, Kaulig plays a hands-on role in family and children philanthropy. By investing in the wellbeing and health of children, we are investing in our future. And that is creating the largest and most lasting impact of all.

**“THE BEST  
INVESTMENT  
WE CAN MAKE  
IS IN A CHILD.”**

“THE MORE WE  
MAKE, THE MORE  
WE GIVE”

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# LOCAL NORTHEAST OHIO IMPACT

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Successful entrepreneur and NASCAR team owner Matt Kaulig is deeply rooted in the Northeast Ohio community where his business, Leaf Home, is headquartered. Through his charitable organization, Kaulig Charitable Giving Programs, Matt and his wife, Lisa, have made a significant impact on both local and national philanthropic organizations.

## 1 | UNIVERSITY OF AKRON

As a University of Akron alum, Matt Kaulig wanted to give back to the University in a big way. As the UA Quarterback in the 90's, Kaulig has continually provided funds to the University of Akron football team to purchase new uniforms and support their athletic program. Three years ago, Matt teamed up with WKYC TV and UA to highlight the University's outstanding faculty, students, alumni, and coaches for segments on WKYC Channel 3 newscasts in a series called Spotlight on Success.

During the 30-second spots, Kaulig interviews members of the UA community and visits popular spots on the modern, park-like campus to promote the school. In April, Matt was awarded with the University of Akron Frank L. Simonetti award, which recognizes distinguished alumni who have given back to their community.

## 2 | FOX 8 CLEVELAND'S OWN SEGMENT

Recently, Kaulig has teamed up with FOX 8, a Northeast Ohio television station, to spotlight a local organization or person who is born here, raised here, and making a true difference in the local community. FOX 8 partnered with Matt Kaulig and Kaulig Giving for the Cleveland's Own segment because of his significant charity work in the local community. Every day, a new person or organization is featured during the nightly news. Each month, FOX 8's Stefani Schaefer and Kaulig share a story about a person, cause or company from Northeast Ohio doing good work.

Some of the organizations that have been

spotlighted include ArtSparks, Hockey Players in Business, Hospitality Restaurants, Friends of Rwandan Education and more. Matt finds that it is not only important for him to give back to the locality, but to also stress the impact that others have made in the community.

## 3 | LEBRON JAMES FAMILY FOUNDATION I PROMISE SCHOOL

When the Lebron James Family Foundation announced the grand opening of the I PROMISE School in Akron, OH, Kaulig knew he wanted to get involved. The I PROMISE School exists to tackle the high school dropout rate in Akron. Each year, Akron Public Schools identifies a new class of students that by third grade, have already fallen behind their peers. With research showing this is a critical time to intervene, LJFF wraps its arms around these kids and supports them with the resources, mentorship, and encouragement they need to stay on track to graduation.

Kaulig's passion for giving is baked into his company, LeafFilter Gutter Protection's, mission. Upon the launch of the school in 2018, LeafFilter Gutter Protection employees proudly funded the I PROMISE school with school supplies and backpacks. Matt Kaulig also funded the Kaulig Media Lab, a hands-on space for students at the I PROMISE School. The addition of the Kaulig Companies Media Lab will ignite their imagination and provide a creative outlet to open a child's mind to new skills,

new ideas and new worlds! Every child will have access to professional equipment and realworld experiences. The state-of-the-art media lab will mirror a standard television studio with live broadcasting capabilities and will be equipped with the latest technology that will be readily accessible to the students.

## 4 | CLEVELAND INDIANS CHARITIES

Matt Kaulig hosted the second annual Cleveland Indians Charities Giveathon, presented by Kaulig Giving, which raised over \$235,000 to help bridge the technological digital divide in Northeast Ohio that became even more unfavorable during the COVID-19 pandemic.

The generous donations from Cleveland Indians fans, partners and team will be split between Cleveland Metropolitan School District, Breakthrough Schools, Boys & Girls Clubs of Northeast Ohio and Cleveland Indians Charities to help advance their technological capabilities, allowing more digital connectivity, education and after school programs.

## 5 | NASCAR INITIATIVES

Since the launch of Kaulig Racing in 2016, Matt has partnered with other NASCAR oriented initiatives to give back to those in need.

Kaulig is a significant donor to the Martin Truex Jr. Foundation, a foundation started by NASCAR driver Martin Truex Jr. and long-time partner, Sherry Pollex. Matt was also named a 2020 NASCAR Comcast Community Champion Finalist for his





“DO SOMETHING  
GREAT!”

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Kaulig Media is a full service marketing and branding agency located in Hudson, Ohio, and part of Kaulig Companies, which operates several business verticals across the US. The business-minded creatives at Kaulig Media serve their clients with core services that include: Custom Branded Merchandise, Promotions, Special Event Planning and Digital Media creation focusing on Video Production and Web Development. In addition to serving Kaulig Companies' vast array of marketing needs, Kaulig Media specializes in designing and operating cohesive brand experiences that are data driven and results oriented. In November 2019, Kaulig Media announced the acquisition of ipsoCreative in order to further enhance their digital marketing capabilities and build inspiring brands like never before.





“HUSTLE.”

## **MATT KAULIG** PRESS KIT

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