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# CEO COACHING INTERNATIONAL CONGRATULATES CLIENT AMERICAN HOME PROTECT IN SALE TO PORCH GROUP FOR \$46M

COMMUNITY NEWS

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MIAMI, Fla., Sept. 17, 2021 — CEO Coaching International, the leading firm for coaching growth-focused CEOs and entrepreneurs globally, is proud to congratulate its client American Home Protect (AHP) on its sale to Porch Group, Inc. (NASDAQ: PRCH) for \$46 million. Based in Plano, Texas, AHP is a provider of whole home warranty policies across the U.S. AHP utilizes a direct-to-consumer model to acquire customers for their multi-year warranty plans.

According to Porch Group's [press release](#) last week, the acquisition of AHP will enable Porch to further protect homes across the United States by making a strategic expansion into the home warranty market. As stated in its strategic rationale, AHP provides an additional

stream of subscription-based revenue, is a scaled provider to enter the warranty market, has strong leadership with deep expertise, and offers significant expansion opportunities with the Porch ecosystem.

Porch CFO Marty Heimbigner said: "Porch's business model, further bolstered by our entry into the home warranty market, produces consistent recurring revenues delivered by a subscription model with highly predictable growth. Over time, we believe we will be able to accelerate the revenue growth of...AHP and leverage their fundamental advantages to deliver strong margins, aligned with Porch's long-term targets."

David Sobel, the CEO Coaching International coach who has worked closely with AHP, said: "I'm extremely proud of the American Home Protect team and all that they've accomplished since launching just five years ago. Building the company to what it is today and now being acquired by Porch Group are incredible achievements that could not have happened without their drive and dedication. I congratulate them on their well-deserved success and look forward to continue working with them."

"Our coach, David Sobel, was integral in not only our rapid growth in the home warranty space but was also with us every step of the way during the acquisition process," said David Melrose, Founder of AHP. "In large part due to his help, we were able to execute a successful exit after just five years in business."

For more information about American Home Protect, visit <https://americanhomeprotectllc.com>. For more information about CEO Coaching International or to connect with a coach, visit <https://ceocoachinginternational.com/contact>.

## About CEO Coaching International

CEO Coaching International works with CEOs and their leadership teams to achieve extraordinary results quarter after quarter, year after year. Known globally for its success in coaching growth-focused entrepreneurs to meaningful exits, CEO Coaching International has coached more than 1,000 CEOs and entrepreneurs in more than 60 countries and 45 industries. The coaches at CEO Coaching International are former CEOs, presidents, or executives who have made BIG happen. The firm's coaches have led double-digit sales and profit growth in businesses ranging in size from startups to over \$10 billion, and many are founders that have led their companies through successful eight, nine, and ten-figure exits.