

# Central Furnace Supply Company

Christopher Riegg, CFA, CPA  
Partner  
Promontory  
790 North Milwaukee Street, Suite 200  
Milwaukee, WI 53202

Dear Chris –

With the completion of our business sale now 30 days behind us, we are pleased to provide this letter of reference reflecting on our very positive experience working with you and Promontory.

When we were first introduced to you in April 2025, our family was seeking experienced guidance to navigate the sale of our family-owned business, Central Furnace Supply. Founded in 1957 by our grandfather and now in its third generation of family ownership, we had several important personal, legacy, and financial objectives we hoped to achieve. In addition to economic considerations, it was very important to us to find a partner who would support Central Furnace's continued growth as Chicagoland's premier distributor of HVAC products.


From the moment we formally engaged Promontory, you provided steady, thoughtful leadership throughout every stage of the process. From preparing professional marketing materials to executing a well-organized outreach effort to qualified potential acquirers, the process was handled with professionalism, discipline, and efficiency. You were always accessible, took the time to address our questions, and even helped us identify and retain strong legal counsel to support the successful sale of the business to WSM Industries. We are grateful for your and Promontory's expert guidance in completing this engagement in less than seven months.

Now, as a division of WSM Industries, Central Furnace Supply is part of a respected Midwest-based organization and well positioned for continued growth. Most importantly, our family successfully achieved its succession, ownership transition, and shareholder liquidity objectives.

Thank you again for your leadership, professionalism, and expertise throughout this important milestone for our family and our business.

Sincerely,

  
Tony Ruble  
President

  
Mike Ruble  
Vice President



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