

# ShoreView Announces Partnership with Go Local Interactive, Initiating an Investment Strategy in Digital Marketing

## INVESTMENTS

The Partners of ShoreView are pleased to announce an investment in Go Local, LLC (“Go Local”).

Founded in 2011, Go Local is a provider of digital marketing services, including organic, paid, and web solutions, primarily serving clients in the self-storage, home services, multi-family, and senior living industries. Go Local is headquartered in Overland Park, KS and serves clients throughout the United States.

Go Local specializes in helping its clients build and maintain a strong local digital presence through search engine optimization, local listing optimization (e.g. Google Maps), content creation, paid media, and website development. Go Local leverages several proprietary software tools tailored to its clients’ industry specific needs to optimize website performance and customer experience. As a component of its growth strategy, Go Local will actively seek add-on acquisitions with complementary capabilities and industry expertise.

Go Local represents ShoreView’s tenth platform investment in its latest fund, ShoreView Capital Partners IV, L.P., which was activated in March 2020. ShoreView partnered with Go Local’s founders to support continued growth. For more information on Go Local, please visit [www.golocalinteractive.com](http://www.golocalinteractive.com).

### About ShoreView

Founded in 2002, ShoreView is a Minneapolis-based private equity firm that has raised over \$1.3 billion of committed capital across four funds. ShoreView partners with family and entrepreneur owned companies across many sectors, including niche manufacturing, value-added distribution, business services, residential services, industrial services, niche consumer, and aerospace/defense. Shoreview structures various acquisition, recapitalization, and build-up transactions, typically in businesses with revenues ranging between \$20 million and \$300 million.

If you are interested in speaking with ShoreView about platform or add-on investment opportunities, please contact Garrett Davis at [garrett@shoreview.com](mailto:garrett@shoreview.com).