



Unified Service Partners Expands Florida Presence with Investments in Trademark Roofing and Titan Roofing

NEW YORK, May 5, 2025 /PRNewswire/ -- Unified Service Partners (USP), a multi-regional roofing platform specializing in re-roofing services for residential, multi-family, and commercial customers, is pleased to announce investments in Trademark Roofing and Titan Roofing. "These partnerships build on USP's initial investment in Level Roofing last November and further the company's mission to unite top-tier roofing businesses under a shared platform focused on growth, outstanding customer service, employee development, and long-term success," said Kelly Veatch, USP's Chief Executive Officer.

Industry veterans Tristan Starbird and Jason Harper will continue leading day-to-day sales and operations for Trademark, which operates in Cape Coral, Sarasota, and Sanibel Island, FL. "By partnering with USP, we'll be able to grow our business even faster" said Jason Harper. "They've already begun expanding our sales and marketing team, and the entire company is energized by new service offerings and broader geographic coverage. This is great for our employees, who have been essential to our success. We're excited about the opportunities this creates for their career development."

Titan Roofing is based in Clermont, FL and founded by Zack Noland, who will also continue to lead day-to-day operations. "While we've built a great business in Central Florida, this partnership with USP enables us to invest in sales and marketing and leverage the strong reputation we've developed over the years," said Noland.

"We are excited about these new partnerships, which deepen our presence across the state of Florida and strengthen the Unified Service Partners portfolio," said Rob Groberg, Partner at Astara Capital Partners. "Trademark and Titan are outstanding businesses, and we look forward to continued growth together."

Robinson Bradshaw served as legal advisor to Astara Capital Partners.

About Unified Service Partners

Unified Service Partners (USP) provides re-roofing services for residential, multi-family, and commercial customers. USP serves both retail and insurance-funded customers and currently operates in Florida and Texas. The company actively seeks acquisition and partnership opportunities. Learn more at www.unifiedservicepartners.com or contact Jeff Gerdes, VP of M&A, at JGerdes@UnifiedServicePartners.com.

About Astara Capital Partners

Astara Capital Partners is an integrated team of investors and operators focused on the middle market. The firm provides capital, strategic guidance, and operational support to help build sustainable value across its portfolio. Astara invests in sectors where it has deep expertise, including building products, home services, food, packaging, manufacturing, and distribution. More information is available at www.astaracapital.com.