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## SDR Ventures Advises Willy Make It, Inc. on Acquisition by Private Investor

SDR Ventures is pleased to announce that [Willy Make It, Inc.](#) ("Willy Make It" or "the Company") has been acquired by a private investor. SDR served as the exclusive [sell-side advisor](#) to Willy Make It throughout the transaction process.

Founded in 1997, Willy Make It, Inc. has grown steadily over the years, earning a trusted reputation across the region for portable toilet rentals and site sanitation services. The acquisition positions the company for continued growth while allowing its founder to transition the business into capable new ownership.

"We built Willy Make It from the ground up with a focus on service, reliability, and local relationships," said owners Tom and Annette Richmond. "This was more than a business. It was a part of our family. SDR Ventures understood that and helped us find the right buyer who values what we've created. I'm incredibly grateful for their guidance and support throughout the process."

SDR Ventures provided strategic advisory support throughout the transaction, managing the full sale process and helping to identify the right fit for the company's legacy and long-term potential.

"The sale of Willy Make It, Inc. represents exactly the kind of impact-driven transaction we're proud to support," said Mike Grande, [Managing Director](#) at SDR Ventures. "It's been a pleasure working with the Richmonds to help them transition the business into new hands while preserving the integrity and values the owner worked so hard to build."

The transaction underscores SDR Ventures' commitment to helping lower middle-market businesses maximize value and plan for successful ownership transitions.

### About Willy Make It

Willy Make It is a portable sanitation company based in Portland, Oregon, serving the Portland metro area, including Vancouver, Washington, specializing in providing portable restrooms and sanitation solutions for construction sites, farms, nurseries, and special events. Their offerings include standard single units, ADA-compliant restrooms, handwashing stations, and specialized equipment like high-rise and flushable units. The company emphasizes exceptional customer service and utilizes advanced cleaning methods, such as the Pathfinder Spray System, to ensure hygienic facilities.