

The first two terms have a GCF  $5x$  and the second two terms have a GCF  $-6$ . Factor those out. The resulting terms have a common factor  $(x + 1)$ .

$$5x^2 + 5x - 6x - 6 = 5x(x + 1) - 6(x + 1) = (x + 1)(5x - 6)$$