

FOCUS Investment Banking Represents Marsh Automotive Group in its Sale to Serra Automotive

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as a matter of record only



has been acquired by



The undersigned initiated this transaction,
assisted in the negotiations, and acted as
financial advisor to Marsh Automotive Group.



Washington, DC, (May 29, 2024) – [FOCUS Investment Banking](#) (“FOCUS”), a national middle market investment banking firm providing merger, acquisition, divestiture, and corporate finance services, announced today that [Marsh Automotive Group](#) (“Marsh”), a new and used car dealer, headquartered in Traverse City, Michigan has been acquired by [Serra Automotive](#) (“Serra”), a privately-held retail automotive group. FOCUS CEO Rick Thomas, along with Nancy Rolland and Cyril Schlup, advised Marsh in this transaction.

“FOCUS provided expertise and unwavering support throughout the transaction,” commented Jamie Marsh, co-owner of Marsh Automotive Group. “Their approach and strategic insight were instrumental in navigating the complexities of the transaction. We are very happy with the successful outcome and ultimately sold to Serra Automotive because of our shared philosophy.”

Marsh Automotive Group consists of eight new automotive franchises and several ancillary businesses, including a collision center, an independent auto service center, a proprietary brand used car center, and a used vehicle reconditioning and detail center. With a strong commitment to their employees and communities, Marsh has been selling and servicing vehicles for more than 40 years. The Marsh family recognized a strong alignment with the Serra organization in culture and how they did business. Serra Automotive is a leader in the automotive community and ranks 12th in the U.S., according to [Automotive News Top 150 Auto Dealers](#), retailing 38,308 new vehicles in 2022. Founded in 1973, Serra Automotive in 2022 had more than \$3.4 billion in revenue. Today, Serra Automotive operates in seven states and employs over 3,000 people. The network includes 61 dealerships, 86 automotive franchises, and 27 brands.

“We’ve known the Marsh brothers and their father for a long time, and it’s amazing how much our DNA is the same,” added Joe Serra, Chairman of Serra Automotive. “Our culture, values, and how we do business is very alike. It’s like a mirror, so I know between my son Matt and I, we’re just humbled and honored to be able to carry on the legacy of the Bill Marsh Auto Group. We look forward to the opportunities that lie ahead as we integrate the business and chart a path for mutual growth and success.”

Rick Thomas, FOCUS CEO stated, “It’s rewarding to see a client like Marsh that truly values its people, culture and place in the community be able to transact with a like-minded company like Serra. The result is extremely positive, and we couldn’t be happier for everyone involved.”

**These testimonials may not be representative of the experience of all clients; testimonials are not a guarantee of future performance or success.*

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