

CASE STUDY

Marsh Acquired by Serra

AUTOMOTIVE AFTERMARKET

ABOUT US

Combining more than 40 years of M&A advisory experience, FOCUS Investment Banking drives results for middle marketing clients across 11 coverage groups. With over 50+ professionals, FOCUS boasts a nationwide footprint and access to foreign markets through 36 global partnerships.

This announcement appears
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.



Process & Overview

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.

The collaborative effort between Marsh and FOCUS began in early 2023, with initial meetings about valuation range. This work together established a strong foundation and from the outset, the Marsh brothers relied upon FOCUS's expertise and industry knowledge. The car dealership community is small; therefore the outreach was limited to a smaller number of potential acquirers. FOCUS negotiated with the interested parties and was able to structure a deal that was favorable to both sides.



**100+ Buyers
Targeted
Outreach**



**Multiple
Offers**



**90 Days
Due Diligence**

Transaction Results

The synergy between Marsh and Serra, facilitated by FOCUS, was instrumental in achieving the best possible outcome. FOCUS's role was not just as an intermediary but as a strategic advisor who highlighted Marsh's unique value proposition. By effectively showcasing Marsh's strengths and potential for growth, FOCUS ensured a valuation that reflected the true worth of the business.

When companies merge or one acquires another, it's not just about combining financials and operations—culture and philosophy play a crucial role too. Serra and Marsh were aligned in the way they did business and how they treated their employees. FOCUS recognized this shared culture and philosophy and knew that the deal would be successful.

Testimonial

“FOCUS provided expertise and unwavering support throughout the transaction. 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.”

Jamie Marsh, Co-Owner, Marsh Automotive Group

To Learn More, Contact:

Nancy Rolland

Managing Director

nancy.rolland@focusbankers.com

954-610-3410