



DEAL SNAPSHOT

Providing Expert Guidance For Our Client

Heritage Capital Group, an investment banking and financial advisory firm serving middle-market and emerging growth companies in the U.S. and worldwide, is pleased to announce that its client, **AQUAfin Swim Schools**, has been acquired by **Emler Swim School**.

AQUAfin is a swim school that provides individual and group swimming lessons for infants through adults. The Company uses a proprietary progress-based curriculum model that places students in classes based on their level of proficiency, not just their age. AQUAfin was founded by two-time Olympic swimmer and the Bolles School alumnus, Nim Shapira. It is the largest privately held swim school chain in Florida, with eight locations across the state.

Emler, established in 1975, specializes in teaching children how to swim through a fun, safe, and effective approach. It offers a structured curriculum across 11 levels that focus on both swimming skills and water safety. With over 60 locations throughout 15 states, Emler provides state-of-the-art facilities, including UV-purified pools and advanced air filtration systems, to ensure a comfortable and healthy environment for children and their families.

Heritage served as the exclusive financial advisor to AQUAfin. The deal team was led by **Bill Prescott** and included **Joe Hawkins, Howard Serkin, Chuck West, Robert Cilek**, and **Bobby Ward**.

The terms of the transaction were not disclosed.



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It was a pleasure working with the Heritage team, led by Bill Prescott, to guide AQUAfin Swim School through this transaction. Their deep understanding of service-oriented businesses opened up several valuable opportunities for us. Their expertise and attention to detail throughout the entire process were invaluable in helping us navigate each step. We could not have successfully completed this transaction without the Heritage team's support.

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Nim Shapira
Founder of AQUAfin Swim Schools

HERITAGE CAPITAL GROUP

With over 47 years experience in M&A transactions, Heritage Capital Group was able to maximize the value of the deal through meticulous management of the acquisition process. Heritage acted as sole advisor to the seller in the preparation of the sale process and due diligence, the approach and negotiations with potential buyers.

EXPERIENCE. EXPERTISE. RESULTS.

Heritage Capital Group is a highly respected and trusted investment banking and advisory firm with local and global reach. For more than 47 years, we have provided transactional and advisory expertise across key industries to our clients.

We work to ensure that your many years of hard work and vision come to fruition. Our team of experts can help guide you through a wide range of scenarios including:

- Selling a company
- Buying a company
- Mergers
- Divestiture of corporate assets or divisions
- Raising debt or equity
- Exit planning
- Value enhancement
- Process improvement
- Restructuring or reorganizing

With our extensive industry and deal experience, we can work with you to help build and maximize your transaction value. You will benefit from the global resources Heritage provides through our leadership position in Oaklins, an international organization focused on the middle market with offices worldwide. With these resources, Heritage is able to leverage global contacts, industry expertise, and transaction experience to achieve exceptional results for you. We offer complete discretion and skilled and methodical negotiations to give you the competitive edge that is essential in today's highly competitive business environment.

CONTACT DEAL TEAM



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Heritage Capital Group is a merger and acquisition advisory firm with offices in Jacksonville, Florida and Savannah, Georgia. Heritage is a member of FINRA/SIPC and Oaklins, the world's most experienced midmarket M&A advisor, with 850 professionals globally and dedicated industry teams in 45 countries worldwide.