



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 US and worldwide, is pleased to announce that its client, an affiliate of **CCW Safe, LLC** (the “Buyer”), a legal services membership company for citizens involved in recognized use-of-force self-defense incidents, has successfully acquired **US Legal Services, Inc.** The acquisition of USL represents a milestone in the Buyer’s growth strategy, providing a scalable platform for expanding access to innovative legal service solutions.

Founded by Marie and John Forbes, USL has offered legal insurance plans for nearly 50 years through large employers, associations, and unions. USL operates directly or via a fronting carrier arrangement in all 50 states, as well as the District of Columbia and Puerto Rico.

The Buyer’s chairman and chief executive officer, Kyle Sweet, JD, will assume control of USL as chairman and CEO. Renee Bateh, CPA, formerly chief financial officer of USL, has been promoted to president and will also serve on USL’s board of directors. Insurance industry veteran Heather McClure, JD, LLM, AIC, has been named secretary and a director of USL.

Heritage served as the exclusive transaction advisor to the Buyer. The deal team was led by **Joe Hawkins** and included **Don Wiggins, Robert Cilek, and Hannah Solomon.**

The terms of the transaction were not disclosed. Nelson Mullins served as legal counsel and Bass Berry Sims served as insurance regulatory counsel.



CCW SAFE

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We’re proud to build on the Forbes family’s legacy and the strong foundation they created for policyholders. With USL and our proven expertise in direct-to-consumer legal plans and digital sales and marketing, we are shaping the future of how Americans access legal services. As we enter this next chapter, our team is committed to expanding innovative services that address emerging risks while driving growth and enhancing value for policyholders. Jacksonville’s vibrant business community and North Florida’s talented workforce make this area the ideal location for our growth. We are also especially grateful to Heritage Capital Group, whose strategic guidance and hands-on support were instrumental throughout every stage of the transaction.

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Kyle Sweet, JD - Chairman and CEO

HERITAGE CAPITAL GROUP

With over 48 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 48 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.