



DEAL SNAPSHOT

Providing Expert Guidance For Our Client

Heritage Capital Group is pleased to announce that its client, **Subaru of Jacksonville** has successfully been acquired by **Shottenkirk Automotive Group**. The acquisition marks Shottenkirk's entry into the Subaru brand and the Jacksonville market, staking a presence in Florida while preserving the Porter family's long-standing legacy and team at SOJAX.

SOJAX is a family-owned and operated dealership opened in August 2000 by Phil Porter Sr. Under Phil's 25 years of leadership, SOJAX has established itself as a respected and high-performing dealership built on a customer-first philosophy. The dealership offers a full range of new and pre-owned Subaru vehicles, as well as comprehensive service, maintenance, and parts support. SOJAX has earned multiple industry and community recognitions for service excellence and operational integrity.

Shottenkirk, founded more than 60 years ago in Abingdon, Illinois, began as a single dealership and has grown into a leading family-led automotive retailer. Building on the legacy of founder Bob Shottenkirk, the company expanded its operations under the leadership of Greg Shottenkirk, who continues to uphold a customer-first philosophy at the heart of the business. Today, Shottenkirk operates 29 locations across six states, offering a wide range of brands and services while maintaining its focus on quality, integrity, and community engagement.

Heritage previously advised Phil Porter Sr. on the sale of Center Subaru to GMST, LLC in 2021.

Heritage served as the exclusive sell-side advisor to SOJAX. The deal team was led by **Mac Holley** and included **Fernando Acosta-Rua** and **Robert Cilek**. The terms of the transaction were not disclosed.



SUBARU
OF JACKSONVILLE

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It was a pleasure working with Heritage Capital Group for a second time. They made the process seamless and straightforward. Mac Holley and his team understand the unique value of our business and guided us every step of the way, ensuring that our employees, customers, and community were all considered throughout the transaction.

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Phil Porter Sr.
Owner of Subaru of Jacksonville

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 40 countries worldwide.