



## DEAL SNAPSHOT

## Enhancing Value For our client

**Heritage Capital Group, Inc.**, 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, **Woodsman Kitchens and Floors, Inc.** has completed an Employee Stock Ownership Plan. As an ESOP, the Company is now owned by its employees through the Woodsman ESOP Trust.

Woodsman is a leading provider of quality cabinetry, countertops, and flooring to builders, remodeling contractors, and homeowners in the Northeast Florida market. The Company was founded in 1983 by Rick Woods.

Heritage served as Woodsman's financial advisor and intermediary to Business Transition Advisors who executed the ESOP transaction for the Company. **Mac Holley, Alex Kellison, and Dan Edelman** led the deal team.

The terms of the transaction were not disclosed.

# WOODSMAN

## KITCHENS + FLOORS

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It gives me great pleasure to sell my company to my employees, many of whom have been instrumental in helping me grow the company over the past 40 years. Heritage helped me understand the true value of my company and when I decided I wanted to explore an ESOP, they worked along my side with one of their strategic partners, Business Transition Advisors, to get the transaction executed. Mac Holley and his team at Heritage did a fantastic job navigating me through the ESOP process.

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**Rick Woods**  
Owner of Woodsman Kitchens and Floors

# 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.