



Roadrunner Express Lube

DEAL SNAPSHOT

Driving Success For our client

Heritage Capital Group, Inc. is pleased to announce that **Roadrunner Express Lube** has been acquired by **Strickland Brothers 10 Minute Oil Change**. The acquisition of Roadrunner furthers Strickland Brother's geographic footprint in the Southeast.

Roadrunner is an independent operator of seven quick change and lube shops located across central and southern Florida. Services include full-service oil changes, transmission fluid flush & service, fuel injection cleaning, and air filter replacement. Brian Fowler, owner of Roadrunner, has over 40 years of experience in the quick lube automotive industry. In 2015, he sold 66 shops to a large conglomerate. Heritage Capital Group served as the advisor on that deal ([learn more here](#)).

Established in 2016, **Strickland** is a quick lube automotive service provider based out of Winston-Salem, North Carolina. In addition to drive-thru oil changes, Strickland offers emission and inspection services as well as fleet solutions. Strickland opened five stores in 2018, and an additional seven in 2019. In 2020, it started national expansion through franchising, awarding almost 50 units across over 10 states in the first six months.

The deal team was led by **Scott Hanigan** and included **Don Wiggins, Mary Frosio, Howard Serkin, Bill Nicholson,** and **Stephen Rowland**.

The terms of the transaction were not disclosed.

Heritage Capital Group's sister company, Steel Beach Advisors (licensed real estate broker), executed the transaction and served as exclusive advisor to Roadrunner.

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We typically work with clients one time, as they are often preparing to exit their business and retire for good. Yet, it's been our unique pleasure to work with Brian Fowler one more time on this transaction. Brian has once again demonstrated his business acumen and his in-depth understanding of the quick lube automotive industry by acquiring seven distressed, low performing shops and turning them into profitable operations.

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Scott Hanigan | Principal

HERITAGE CAPITAL GROUP

With over 45 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 45 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.

DEAL TEAM

HERITAGE
CAPITAL GROUP



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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.