



TEXAS & MIDWEST QUARTERLY

Q4 2025



BEYOND THE TRANSACTION

The Heart of the Dealership Market



The Human Side of Dealership Transitions

Every time we sit down with a dealer who's thinking about buying or selling, we're reminded that these moments are much bigger than balance sheets or market trends. They involve families, identity, community ties, and the legacy someone has built over a lifetime. That's exactly what Jesse Stopnitzky and Jimmy Robinson spoke to during their presentation at this year's AICPA & CIMA Dealership Conference in Indianapolis, and it's why their message struck such a chord in the room.

What resonated most was the focus on something we see every day but rarely hear discussed on stage: **more than 90 percent of dealership owners operate between one and five rooftops.** These are the dealers who keep this industry grounded. They sponsor local programs, build strong teams, and create the kind of customer loyalty that only comes from decades of showing up for their communities. They represent the true heartbeat of automotive retail, even though they don't always make the publication's headlines.

What the Headlines Tend to Miss

In contrast, most industry reports spotlight the largest groups and the biggest transactions. Those organizations play an important role, but they represent less than one percent of all owners nationwide. When the discussion focuses only on them, it leaves out the practical and personal realities most dealers face. It overlooks the day-to-day pressures of running a local business, the complexities of family transitions, the challenge of accessing capital, and the importance of preserving culture when change is on the horizon.

Jesse and Jimmy highlighted something that often gets lost in the noise. Every buy-sell is a turning point in someone's life. For sellers, it can mark the end of a long chapter that shaped not only their career but their identity. For buyers, it is usually the result of years of work and financial risk to reach the point where ownership or expansion is possible. Behind every valuation and negotiation, there is a story of commitment, sacrifice, and hope for what comes next.

Why Relationships Still Matter Most

This human side of the business rarely gets airtime at conferences, but it is at the center of the work we do at Performance Brokerage Services. After more than 900 completed transactions across North America, one thing has never changed. No two dealers are the same. A single-point family store has different concerns than a regional group building out its next location. A first-time buyer has different motivations than a second-generation dealer planning for their own succession. The most important part of our job is understanding what matters most to each person and guiding them through a process that aligns with their goals.

This is especially true where dealership ownership is deeply rooted in the community. Many of the transactions in these areas involve owners and buyers who share similar values and a strong sense of responsibility to their teams. They want continuity. They want to know their employees will be treated well. They want someone who will carry on what they worked so hard to build.

Our approach has always been based on relationships first. Good outcomes come from trust, honest communication, and respect on all sides. Numbers matter, of course, but they never tell the whole story. The real success comes from how people feel at the end of the process and how well their goals were honored along the way.

"Buy-sells aren't just transactions. They are life-changing moments."

As Jesse said during the presentation, "Buy-sells aren't just transactions. They are life-changing moments. For the owner whose identity is tied to their store. For the family planning what comes next. And for the buyer who is betting everything on the opportunity ahead." That perspective continues to guide us in every engagement.

Whether you are thinking about expansion, preparing for a future transition, or simply wanting to understand what your business might be worth in today's market, we take the time to listen and understand your goals. You deserve a process that respects the history behind your store and the people who helped build it.

To watch Jesse Stopnitzky and Jimmy Robinson's full presentation from the AICPA & CIMA Dealership Conference, scan the QR code.



FEATURED TRANSACTION

KOLOSSO TOYOTA APPLETON, WISCONSIN

Acquired by Keith Kocourek
from Bill and Barb Kolosso



This was our first time going through a buy-sell and we couldn't have been more pleased with the experience. From our very first meeting, Jamie Farley of Performance Brokerage Services guided us through every step of the process, determining value, securing offers quickly, and keeping us informed the entire way. Her follow-up was impeccable, and she made what could have been an overwhelming process feel as simple as possible.

Most importantly, Jamie and the Performance Brokerage Services team always listened to what was important to us and made sure those priorities were respected throughout the transaction.

In the end, we were truly happy with the outcome and grateful for how quickly and smoothly everything came together.

Bill and Barb Kolosso



Jamie Farley of Performance Brokerage Services was outstanding to work with throughout this process. She was always available, quick to answer questions, and served as an excellent liaison between me and the seller.

Jamie, Paul Kechnie, and the entire Performance Brokerage Services team handled every detail, large and small, with professionalism and care.

Jamie's Toyota expertise especially stood out, and her guidance through the OEM application and approval process made the journey to closing smooth and successful. I truly appreciated her dedication and support every step of the way.

Keith Kocourek

Jamie Farley with Bill Kolosso, Keith Kocourek, and Barb Kolosso following the successful sale.



TEXAS & MIDWEST TRANSACTIONS



PHILLIPS HYUNDAI
OF BRADLEY
Bourbonnais, Illinois
Acquired by
Patriot Motors
from Phillips Auto Group



NORSEMAN
MOTORS, INC.
Detroit Lakes, Minnesota
Acquired by
Muscatell Automotive
from Daniel Sauvageau



ERNST
AUTO GROUP
Columbus, Nebraska
Acquired by
Gregg Young Automotive Group
from John & Jim Ernst



LAKESIDE
CHEVROLET
Rockwall, Texas
Acquired by
Hiley Automotive Group from
Bob Holliman & Carl & Michael Grady



GMC OF
DODGE CITY
Dodge City, Kansas
Acquired by
Lewis Automotive Group
from the GI Group



SARCHIONE
AUTO GROUP
6 Locations, Ohio
Acquired by
Ken Ganley Auto Group
from John & Joe Sarchione



ZEIGLER NISSAN
OF GURNEE
Gurnee, Illinois
Acquired by
Jason Prado*
from Zeigler Auto Group



FORD OF
GALESBURG
Galesburg, Illinois
Acquired by
Jason Prado & Rik & Ray Fregia
from Dan Kuna & Tony Lozich



FIEHRER
BUICK GMC
Hamilton, Ohio
Acquired by
Tom Gill
from Tom & Dan Fiehrer



GREGG YOUNG
CDJR
Plattsmouth, Nebraska
Acquired by
Janssen Auto Group
from Gregg Young Automotive Group



CHEVROLET
MARK
CHEVROLET
Wayne, Michigan
Acquired by
Golling Automotive Group
from Charles Cabana



MARTIN
KIA
Bowling Green, Kentucky
Acquired by
Don Franklin Auto Group
from Martin Management Group



KARL
FORD
Story City, Iowa
Acquired by
Casey, Nick & Matt Johnson
from Karl Auto Group



APPLE
CHEVROLET
Northfield, Minnesota
Acquired by
Keffer Auto Group
from Apple Auto Group



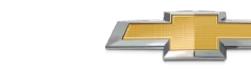
KOLOSSO
TOYOTA
Appleton, Wisconsin
Acquired by
Kocourek Automotive
from Bill & Barb Kolosso



KRUSEN
MOTORS
Mt. Pleasant, Iowa
Acquired by
Coleman Automotive Group
from the McKinzie Family



SUBARU
MONEY
SUBARU
Salina, Kansas
Acquired by
Midway Motors
from Mike Money



VALLEY
CHEVROLET
Hastings, Minnesota
Acquired by
Tri-Rivers Chevrolet
from Valley Auto Group



VALU
FORD & CHRYSLER
Morris, Minnesota
Acquired by
Veero Auto Group
from Krusemark Automotive



ZUMBROTA
FORD
Zumbrota, Minnesota
Acquired by
Mosaic Auto Group
from Steve Johnson Family



FORD
OF OTTUMWA
Ottumwa, Iowa
Acquired by
Vaughn Automotive
from Gregg Young Automotive Group



PREMIER
TOYOTA
Amherst, Ohio
Acquired by
Kevin Wuepper
from Robert Fisher



RAY LAETHEM
CDJR
Detroit, Michigan
Acquired by
Golling Automotive Group
from Jeff Laethem



FRED MARTIN
OF YOUNGSTOWN
Youngstown, Ohio
Acquired by
#1 Cochran Automotive
from Fred Martin



COAD
COAD CHEVROLET &
COAD FORD
Anna, Illinois
Acquired by
JP Sides Automotive Group from
Rick Kennard and Tim & Mike Coad



VAN HORN
FORD & CHEVROLET
Newhall, Iowa
Acquired by
Sky Auto Mall
from Van Horn Automotive Group



DUTCH MILLER
GMC
El Dorado, Kansas
Acquired by
Wilson Auto Family
from Dutch Miller Auto Group



TEAM CHEVROLET
GMC
Alice, Texas
Acquired by
Payne Auto Group
from Mike Terry Auto Group

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Performance
BROKERAGE SERVICES

FAQ

WHY SHOULD I HIRE A BROKER?

A dealership often represents the majority of a family's net worth and should be handled with care by an experienced broker. We actively manage the buy-sell process from beginning to end.

What PBS Does for You:

- >We help you establish an asking price consistent with the market conditions and latest trends.
- Develop a custom-tailored marketing strategy to identify the buyers most qualified to meet your specific goals.
- Negotiate from a position of strength to maximize the value of your business.
- Guard your confidentiality.
- Guide you through the complexities of the transaction.
- Assist with the due diligence stage and through closing, while ensuring that your best interests are protected.

We are a full-service brokerage firm, by your side every step of the way.

HOW DO YOU MAXIMIZE VALUE?

This is the last opportunity for the business to generate income for you. We work hard to maximize the value.

Earnings Adjustments

We adjust the earnings to reflect discretionary and one-time expenses, which enhances the representation. We factor the upside potential, a host of intangible variables, and the market trends that further influence the value.

Asset Adjustments

Accounting for accelerated depreciation, assets that are not booked, and varying valuation methods, the value may be significantly higher than book value.

Expert Negotiations

We negotiate on your behalf from a position of strength, as industry experts, having relationships with the leading national and regional dealership groups.

The Deal Flow

Creating a competitive environment among multiple buyers ensures you receive fair market value. Buyer's decision to buy is validated knowing others are also interested. A sense of urgency and fear of loss are introduced, expediting the process and ensuring timely performance and continued fair negotiations.

WHY IS PBS DIFFERENT?

With PBS, you can expect the full force of a powerhouse brokerage firm with a personal touch. Family-owned and operated, we ensure that every client gets the proper attention he or she deserves, treating our clients like we would our own family.

Our reputation is governed by the highest level of integrity and ethical conduct. These core values run deep throughout our firm and are the foundation for our success.

As such, you can trust that your best interests are always at the forefront of our actions.

Experience the Difference!

- We charge a success fee only with no upfront fees and no retainers.
- Our engagement agreements are straight-forward, fair, flexible, and with no fine print.
- We work hard to accomplish your unique goals.
- With a 90% closing rate, we actively manage the process to ensure a successful outcome.
- We provide regular updates on activity flow and expert guidance at every step.
- Having genuine care for our clients, they often become our friends in the end.

Understanding these are life changing decisions, we take a no-pressure approach. Your satisfaction is our top priority and you will not be disappointed.

WHAT ARE YOUR FEES?

While providing an unmatched quality of service and a higher closing rate, we offer a competitive and reasonable fee structure.

We do not charge any retainers nor upfront fees like most other brokerage firms. We do not expect any reimbursement of marketing or travel costs.

We charge a success fee only, paid at closing and after you are paid.

NORTH AMERICA'S HIGHEST VOLUME DEALERSHIP BROKERAGE FIRM

California • Utah • Texas • Iowa • Illinois • Ohio • New Jersey • Alabama • Florida • North Carolina • Virginia • Alberta • Ontario



We pledge to do it right, every time, one client at a time.

Performance Brokerage Services is North America's highest volume dealership brokerage firm, specializing in buy-sell activity for automotive, RV, marine, powersports, commercial truck, and equipment dealerships.

With over 30 years of experience, 900 dealerships sold, and a 90% closing rate, our family-owned company is governed by an unwavering commitment to integrity and ethical conduct. We simply operate differently.

- ⌚ We understand the decision to sell is often emotional and we take a no-pressure approach.
- ⌚ With no upfront fees, retainers, nor reimbursement of costs, we are paid a success fee only, after you are paid.
- ⌚ Our engagement agreements are fair, straight-forward, flexible, and with no fine print.
- ⌚ We are so confident you will be satisfied with our service, we even allow for a termination clause.
- ⌚ We do not hoard listings to build an inventory. We work hard to accomplish our clients' goals.

Headquartered in California and supported by regional offices in Utah, Texas, Illinois, Ohio, Florida, Virginia, New Jersey, Alberta, and Ontario, clients benefit from national exposure with local representation. With divisions dedicated to automotive, RV, marine, powersports, trucking, and equipment, our access to qualified buyers is unprecedented.

Contact our offices for a confidential consultation and a complimentary opinion of value on your business.

Value Statement

1. Befriend your client
2. Lead your client with your expertise
3. Put your client's interests ahead of your own
4. Under all circumstances, do the right thing
5. The success will follow

Confidentiality is the cornerstone of our business. All communications will be held in the strictest of confidence. No exceptions.

