



## DEAL SNAPSHOT

## Reinforcing Quality For our client

**Heritage Capital Group** is pleased to announce that its client, **Malone Steel Corporation**, has been purchased by **New South Construction Supply**.

Malone Steel is a distributor of rebar and has been providing exceptional customer service to contractors in North Florida for over 30 years. The company will continue to be a leading supplier in its market, operating as New South Construction Supply-Ponte Vedra. Jeff Malone, president of Malone Steel, will stay with the organization and provide best-in-class sales and service, while overseeing the day-to-day operations of the business.

Headquartered in Greenville, South Carolina, New South Construction Supply was founded in 1981 and has grown to be a leading distributor of construction products to general contractors and subcontractors across the Sunbelt as well as nationally and internationally. New South specializes in concrete and masonry accessories, rebar and wire mesh, tilt-up construction, waterproofing materials, and other commercial and residential construction products. The acquisition of Malone Steel will provide a one-stop shop for concrete and masonry construction customers in the North and Central Florida markets.

Heritage served as the exclusive financial advisor and intermediary to Malone Steel. **Patrick Emmet** was the advisor on the deal.

The terms of the transaction were not disclosed.

# MALONE

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Heritage was the right partner to lead us through this deal. Patrick Emmet took the time to understand our goals and matched us with our ideal buyer. Heritage's industry experience and relationships with both strategic and private equity buyers moved the process forward, while we were able to stay focused on operating our business. The outcome was optimal for all parties. We are excited and looking forward to the next phase of growth for the company and our new partnership with New South Construction Supply.

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**Jeff Malone**  
Owner of Malone Steel

## 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.

**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.




**Patrick Emmet**

Principal

PEmmet@HeritageCapitalGroup.com



has been acquired by



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THE UNDERSIGNED ACTED AS INTERMEDIARY  
AND FINANCIAL ADVISOR TO THE SELLER

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**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.