



DEAL SNAPSHOT

Providing Expert Guidance For Our Client

Heritage Capital Group, 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 AirPro Diagnostics, LLC has been acquired by Rotunda Capital Partners.

AirPro is a leading provider of automotive diagnostic scanning, calibration, and programming services. The Company offers advanced technology solutions, such as the AirPro device and the Auggie ADAS calibration tool, to assist collision repair shops in accurately diagnosing and calibrating vehicles. AirPro's services ensure vehicles function safely and align with original manufacturer specifications.

Rotunda is an operationally oriented private equity firm focused on transforming family-founder owned companies into dynamic, data-driven platforms able to achieve and manage significant growth. Since its founding in 2009, Rotunda has partnered with management teams to build great businesses within three primary sectors: value-added distribution, asset-light logistics, and industrial, business, and residential services. Rotunda strives to achieve replicable results by implementing its Rotunda Performance System to create strategic alignment, develop lean processes, and create robust, data-driven infrastructures.

Heritage served as the exclusive financial advisor and intermediary to AirPro. **Bill Prescott** led the deal team, which also included **Howard Serkin**. The terms of the transaction were not disclosed.



AirPro DIAGNOSTICS

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Working with Howard Serkin and Bill Prescott was an exceptional experience. From the very beginning, they guided us through the process with confidence, ensuring every step was smooth and well-planned. Their keen attention to detail and strategic insight made all the difference in achieving an outstanding outcome. We couldn't have asked for a better partner in this journey.

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Lonnie Margol - Owner and CEO

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**Bill Prescott**

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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.