

George C. Chaconas of Performance Brokerage Services Advises on the Sale of Redding Harley-Davidson from the Wright Family to Rami Yanni of Wise Auto Group & Wise Riders

Performance Brokerage Services, the leader in dealership buy-sell activity, announces the sale of Redding Harley-Davidson from the Wright Family to Rami Yanni of Wise Auto Group and Wise Riders.

IRVINE, Calif. ([PRWEB](#)) August 09, 2023 -- [Performance Brokerage Services](#), North America's highest volume dealership brokerage firm, is pleased to announce the sale of Redding Harley-Davidson from the Wright Family to Rami Yanni of Wise Auto Group and Wise Riders.

Redding Harley-Davidson was established in 1977 by David and Robyn Wright. For 46 years, the business has been family-owned and operated. In 2012, David and Robyn's son, Ernie, and his wife, Jesica, joined as co-owners to continue their family's legacy. After over four decades of ownership, the Wright family has decided to retire and hit the open road with their riding community.

Following the sale, David Wright commented, "Using Performance Brokerage Services was an absolute treat. George Chaconas and Courtney Bernhard were extremely professional and kept us informed throughout the entire process. The sale of our business was smooth and we were able to contact Courtney anytime with questions or concerns. She was quick to respond and had an understanding of the emotions we felt selling our family business after 46 years. We would highly recommend Courtney and Performance Brokerage Services for the sale of your dealership."

Over the last 5 years, [Performance Brokerage Services](#) has advised on the sale of over 300 dealerships, making it the highest volume dealership brokerage firm in North America. In 2022, the company consummated 92 transactions, marking a record-breaking year. George C. Chaconas, Senior Partner, and Courtney Bernhard, Partner, of the Harley-Davidson and Powersports Division for Performance Brokerage Services were the exclusive advisors for this transaction.

Chaconas remarked, "It's never easy when a multi-generational dealership contemplates selling. Fortunately, the family at Redding Harley-Davidson, who didn't have a succession plan, saw the benefit and value to exclusively engage us and successfully guide them throughout the very complicated buy-sell process. We identified Rami Yanni of Wise Auto Group and Wise Riders to be the perfect fit to add to their growing portfolio, making this their fifth Harley-Davidson dealership that we have sold to them. I would like to thank and congratulate my partner, Courtney Bernhard, on a great job facilitating another sale. Our team looks forward to continuing to help family-owned Harley-Davidson and Powersports dealerships with no succession plan maximize the value through our proprietary process. Good luck to the Wright Family on the next chapter in their lives. We look forward to helping Wise Auto Group and Wise Riders expand."

Bernhard added, "I appreciate the Wright Family, David, Jesica, and Ernie for trusting me to guide them through the sale of their Harley-Davidson dealership after 46 years. Digesting the numbers and going through the process is only a small part of the transaction, while preparing for the rollercoaster of emotions when closing the chapter after four and a half decades can be overwhelming. I hope they can now enjoy the open roads on their bikes with the customers and friends they have built along the way. I wish Rami Yanni and his

team continued success as they add to their successful group of dealerships.”

Rami Yanni is a seasoned automotive dealer and Harley-Davidson rider and enthusiast. This acquisition brings Wise Auto Group’s total to seven Harley-Davidson dealerships in California and Nevada. "It's hard to believe it's been over 7 years since George Chaconas of Performance Brokerage Services introduced me to my first Harley-Davidson dealership," commented Yanni. “We are now on our fifth buy-sell! It was very exciting and awesome to work with George again and his partner, Courtney Bernhard, on our latest acquisition of Redding Harley-Davidson in Redding, California. Their professionalism, industry expertise, experience, and most importantly, their ability to help manage the transition and sale for a family business of almost 50 years is unparalleled in the industry. Wise Auto Group and Wise Riders look forward to working with them in the near future and growing our platform. I would highly recommend George Chaconas and Courtney Bernhard and the entire PBS team if you're considering selling your Harley-Davidson or Powersports dealership!"

The dealership will remain at its current location at 1268 Twin View Boulevard in Redding, California and will be renamed Shasta Harley-Davidson.

The Wright Family was represented by Halbert Rasmussen of Scali Rasmussen, PC in Los Angeles, California.

Rami Yanni was represented by Brady Dean McLeod of Miles McLeod, APLC in Sacramento, California.

About [Performance Brokerage Services](#)

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

With over 30 years of experience, 900 dealerships sold, and a 90% closing rate, the company’s reputation is unmatched and governed by the utmost ethical conduct and integrity.

The company offers a unique approach by providing complimentary estimates of value with no upfront fees or retainer, no reimbursement of costs, and paid a success fee only after the transaction closes.

Headquartered in Irvine, California, and supported by 9 regional offices in Utah, Texas, Illinois, Florida, Virginia, Ohio, New Jersey, Alberta and Ontario, clients benefit from national exposure with local representation.

As trusted and respected experts in the field, the company utilizes an extensive network of industry related attorneys, accountants, hundreds of registered buyers, and longstanding relationships with various vehicle manufacturers.

For more information about the services offered by Performance Brokerage Services, visit <https://performancebrokerageservices.com>.



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