

After 26 Years, Guidera's Harley-Davidson Dealership in Yuba City, California Sells to Local New Car Dealer through Dealership Broker, Performance Brokerage Services

Performance Brokerage Services, a Harley-Davidson and new car dealership broker, announces the sale of Guidera's Harley-Davidson dealership in Yuba City, California from Joseph Guidera to Rami Yanni, a local new car dealer.

Irvine, California ([PRWEB](#)) October 06, 2016 -- Joseph Guidera, owner and operator of Guidera's Harley-Davidson in Yuba City, California commented, "After almost 26 years being a Harley-Davidson dealer, my family and I decided that we should make the emotional, but necessary call to George Chaconas of [Performance Brokerage Services](#)." Joe continued, "Without George's commitment, discipline, persistence and follow through, we might not have had such a successful closing."

Local new car dealer, Rami Yanni, a Harley-Davidson rider and enthusiast was excited about the opportunity to own a Harley-Davidson dealership in his immediate market area. Rami currently owns numerous franchises in Vacaville including Buick, GMC, Chrysler, Dodge, Jeep, Ram and Nissan, as well as 4 more Nissan dealerships across northern California and including Yuba City. Rami shared, "It was a very emotional transaction, but George was very professional, thorough and was available days, nights and weekends to make the transaction happen."

The dealership will continue to operate at its current location at 720 West Onstott Road in Yuba City, California 95991.

George C. Chaconas, the exclusive agent for this transaction and the head of the National Harley-Davidson and Powersports Division for Performance Brokerage Services commented, "Often, it is difficult for families to come to terms with selling their businesses, the idea that another dealer will be taking care of their employees of so many years, and carrying on the family legacy. As a broker, I am often challenged with finding a buyer who understands this sensitivity. Familiar with the market and the dealership itself, Rami was an exceptional buyer for the Guidera family. It was a pleasure working with both principals in this transaction and I wish them tremendous success on their future endeavors."

About [Performance Brokerage Services](#)

Performance Brokerage Services, an auto dealership broker, specializes in professional intermediary services to buyers and sellers of automotive, Harley-Davidson and Powersports dealerships.

The company offers a different approach to the automotive, Harley-Davidson and Powersports industries by providing complimentary dealership assessments, no upfront fees, no reimbursement of costs and is paid a success fee only. Performance Brokerage Services gets paid only after the client gets paid.

With over 24 years of experience, the company utilizes an extensive network of industry related accountants, attorneys, hundreds of registered buyers and enjoys longstanding relationships with most of the auto manufacturers and the Harley-Davidson Motor Company. The intermediaries at Performance Brokerage Services have been involved in well over 400 transactions. Pledging loyal and unwavering representation,



confidentiality is vigilantly protected during the selling process and after the transaction closes.

With corporate offices in Irvine, California located at 7545 Irvine Center Drive, four satellite offices in Utah, Florida, Texas and New Jersey, and a dedicated [Harley-Davidson and Powersports Division](#), Performance Brokerage Services provides its clients national exposure with local representation. For more information about the services offered by Performance Brokerage Services, visit <https://performancebrokerageservices.com>.



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