



**HAIG PARTNERS SERVES AS EXCLUSIVE ADVISOR ON THE SALE OF ACURA FREMONT –
ONE OF THE TOP PERFORMING ACURA DEALERSHIPS IN THE WESTERN REGION OF THE U.S.**

Fort Lauderdale, FL – October 15, 2025 – [Haig Partners LLC](#), a leading buy-sell advisory firm to dealers in the US, served as the exclusive sell-side advisor to Bruce Kavich on the sale of Acura of Fremont located in Fremont, CA to Oscar and Brian Bakhtiari of Bakhtiari Auto Group.

Acura of Fremont has long been recognized as one of the top-performing Acura dealerships in the Western Region, consistently achieving 1st and 2nd in sales volume, including holding the #1 position in sales from 2015 through 2019.

After more than four decades in automotive retail, Bruce Kavich made the decision to sell to focus on his rapidly growing customer retention software company, Carveeps. He shared, “I interviewed several of the top buy-sell advisors in the industry, and I chose Haig Partners for their authenticity, intelligence, and depth of relationships across the market. What impressed me most was how strategic and connected they are. They understand the nuances of each buyer and how to position a store for maximum value. Jayson Crouch and Matt DeSantis went beyond what I expected from an advisor. They didn’t simply manage the process; they directed it with expertise. From the first call to closing, they were proactive, insightful and focused on achieving an exceptional outcome. I couldn’t be happier with the results, and I now understand firsthand why Haig Partners is widely considered the gold standard in our industry.”

Over his career, Bruce recognized a gap in customer retention strategies, as most programs relied on breakdowns or negative experiences to bring customers back. About three years ago he launched Carveeps, with fully customizable concierge VIP plans that bring customers back to the dealership multiple times a year for dealer specific service options.

By leveraging overcapacity in his service department, Bruce turned a simple idea into a brand-new profit center for the dealership that can deliver as much as 70% retention rates, exceptional CSI, and incremental profit from service upsell opportunities.

“Customers love it,” Bruce said. “Carveeps creates a relationship that’s positive, consistent and profitable. The extra margin goes right to the bottom line.”

After optimizing the Carveeps software and building a strong, long-tenured team at Acura of Fremont, he felt it was the right time to dedicate himself fully to expanding Carveeps. “Selling the store was a very difficult decision,” Bruce shared. “I had an incredible team, and their commitment meant a lot to me. But it was the right time to focus on growing Carveeps and helping other dealers benefit from it.”



Bakhtiari Auto Group is a growing automotive retailer committed to providing stellar customer experience. Adding an Acura franchise presented an opportunity to diversify, expand to another Auto Mall in the Bay Area, and continue growing with strong brands in desirable markets.

“We were honored to represent Bruce in this transaction,” said Jayson Crouch, Managing Director at Haig Partners. “He built a top-performing dealership with a culture of innovation and care for both employees and customers. The California market continues to impress, with a clear surge in demand for high-quality dealerships across the state. Over the past several months, we have seen stronger buyer interest and higher valuations for California stores today than at any point in recent years. Dealers recognize the long-term advantages of operating in California: the nation’s largest automotive market and a global economic powerhouse. Recent policy shifts at both the state and federal levels, coupled with sustained economic growth, have reinforced confidence in the region. Sellers are exceptionally well positioned, and current transaction values reflect this renewed demand.”

With this transaction, the team at Haig Partners has advised on the sale of [41 dealerships](#) so far in 2025.

About Haig Partners

[Haig Partners](#) is a leading buy-sell advisory firm that helps owners of higher-value auto, heavy truck and RV dealerships maximize the value of their businesses when they are ready to sell. The team at Haig Partners has advised on the purchase or sale of over 530 dealerships with a total value of over \$10.8 billion. It has represented 30 dealership groups that qualify for the Top 150 Dealership Groups list published by Automotive News, more than any other firm. Clients of Haig Partners benefit from the group's collective experience as previous executives with leading companies such as Ally Financial, AutoNation, Bank of America, Credit Suisse, Deloitte, FORVIS, J.P. Morgan, the Sewell Automotive Companies and Toyota Financial Services. Leveraging its unmatched expertise and extensive relationships, Haig Partners guides clients to successful outcomes through a confidential and customized sales process. The firm authors [The Haig Report®](#), the longest-published quarterly report that tracks trends in auto retail and their impact on dealership values, and co-authors NADA’s Guide, “Buying and Selling a Dealership.” Haig Partners team members are frequent speakers at industry conferences and are regularly quoted in reputable media outlets, including Reuters, Forbes, The Wall Street Journal, The New York Times, CNBC, BBC, Automotive News, Wards, CarDealershipGuy and CBT News. For more information, visit <https://www.haigpartners.com>.

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