



**HAIG PARTNERS SERVES AS THE EXCLUSIVE ADVISOR ON THE SALE OF SANTA MONICA BMW –  
LOCATED IN ONE OF THE BEST LUXURY MARKETS IN THE U.S.**

**Fort Lauderdale, FL – January 20, 2026** – [Haig Partners LLC](#), a leading buy-sell advisory firm to auto retailers in the U.S., served as the exclusive sell-side advisor on the sale of Santa Monica BMW, a highly regarded BMW dealership owned and operated by Del Montell for more than 40 years.

Founded in 1974 and acquired by Del Montell in 1983, Santa Monica BMW built a strong reputation serving Santa Monica and greater Westside markets. BMW is an excellent fit for the area, where performance, design and innovation resonate deeply with consumers. The combination of a top-tier brand, an irreplaceable location, and a reputation for excellent customer service made Santa Monica BMW one of the most desirable luxury dealerships in California.

Haig Partners ran a limited and confidential marketing process that brought impressive offers from several leading auto retailers. Del Montell selected Fletcher Jones Automotive Group (“Fletcher Jones”) as his preferred buyer for Santa Monica BMW. Fletcher Jones is a highly respected luxury automotive retailer with a long-standing presence in the Los Angeles market, and Santa Monica BMW represents the group’s first BMW dealership. Fletcher Jones Automotive Group now owns 16 dealerships across California and Nevada.

Del Montell, owner of Santa Monica BMW, stated, “When I decided to retire and sell Santa Monica BMW, I carefully researched and evaluated several advisory firms as I wanted to have proven experts to help me to maximize the value of my dealership. From the beginning, it was clear to me that Jayson Crouch and the team at Haig Partners were the best choice. Jayson’s knowledge of auto retail, his experience with high-value dealerships, and his deep understanding of the California market allowed him to position our business in the best possible way. Plus, I trusted him. He told me at the beginning that he would work hard to exceed my expectations, and he did. The process was thoughtful, professional and extremely well executed. The result speaks for itself. Also, I’m so pleased that my former employees and customers will be in the hands of Fletcher Jones, one of the best luxury dealers on the planet. I congratulate them and wish them much success.”

Jay Patel, CPA and long-time advisor to Del Montell, added, “Jayson and the Haig Partners team proved that they were the best M&A advisory firm for my client. They lived up to their reputation of being honest, hard-working, and highly experienced. They under-promised and over-delivered. We could not be happier with the outcome, and we know the business is in great hands with the Fletcher Jones organization.”

Jayson Crouch, Managing Director at Haig Partners, said, “Southern California is home to me, and representing a business like Santa Monica BMW and an owner like Del Montell was deeply rewarding and meaningful. BMW is a world-class brand, and Santa Monica is an exceptional market. It was truly an honor to represent Del, and we were able to develop extraordinary interest from top-tier buyers. Our role was to describe the reasons why Santa Monica BMW provided a compelling acquisition opportunity, run a process that identified the most motivated buyer, and then help guide the process through the legal documents, due diligence and all the way to closing. Fletcher Jones was selected from several premier



groups pursuing this opportunity, and it was a pleasure working with them to achieve such a strong result. They are decisive and highly knowledgeable about the luxury market. It is obvious to us why they are a leading retailer in the U.S.”

California has again become one of the most desirable automotive retail markets in the United States, attracting strong interest from top-tier buyer groups across the country. As the largest vehicle market in the nation, California benefits from dense, highly affluent populations and a deep-rooted automotive culture that values premium brands and exceptional retail experiences. Improved visibility around long-term regulatory expectations has further reinforced buyer confidence, resulting in heightened competition for high-quality dealership assets. Transactions such as the sale of Santa Monica BMW underscore the sustained and growing demand we continue to see for premier dealerships across the state. Dealers interested in learning more about buying or selling in California are encouraged to contact Jayson Crouch at [Jayson@HaigPartners.com](mailto:Jayson@HaigPartners.com) for a confidential conversation.

### **About Haig Partners**

[Haig Partners](#) is a leading buy-sell advisory firm that helps owners of higher-value 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 more than 535 dealerships and has represented 31 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 AutoNation, Bank of America, Credit Suisse, Deloitte, FORVIS, J.P. Morgan, Lexus, Porsche 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 leading industry 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, and CarDealershipGuy. For more information, <https://www.haigpartners.com>.

#### **Transaction Contact:**

Jayson Crouch  
Managing Director  
Haig Partners  
[Jayson@haigpartners.com](mailto:Jayson@haigpartners.com)  
(949) 573-2258

#### **Media Contact:**

Aimee Allen  
Chief Growth Officer  
Haig Partners  
[aimee@haigpartners.com](mailto:aimee@haigpartners.com)  
(603) 933-2194