

After 40 Years, Waugh Enterprises Harley-Davidson Dealership in Orange, Virginia Sells to New Owner through Harley-Davidson Dealership Broker, George C. Chaconas

Harley-Davidson and new car dealership broker, George C. Chaconas of Performance Brokerage Services announces the sale of Waugh Enterprises Harley-Davidson in Orange, Virginia from the Waugh Family to Ted Britt Automotive Group.

Irvine, California ([PRWEB](#)) March 01, 2016 -- In 1976, the Waugh Family established Waugh Enterprises Harley-Davidson, Inc. which prior to the sale was considered the oldest Harley-Davidson dealership in Virginia. Founder, P.D Waugh, began his career in 1939 offering automobiles and tractors, with Triumph motorcycles being offered for sale starting in 1953 and Harley-Davidson motorcycles shortly thereafter. In 1998 the dealership expanded into a 10,000 square foot showroom with designated Parts and Service departments, currently residing on 10 acres. Don Waugh, Marcelline Waugh and Donna Waugh Robinson contacted George C. Chaconas, a Harley-Davidson and new car dealership broker from [Performance Brokerage Services](#) to assist them with their negotiations with a local dealer. “After long and tenuous negotiations with a local Harley-Davidson dealer, we finally reached an agreement with George’s help,” shared Donna Waugh. She continued, “George held our hands throughout the entire process and until the closing.”

Prior to the completion of the sale, Waugh Enterprises Harley-Davidson hosted the “Big Daddy’s Big Damn Auction” on December 4th. Having been around since 1939, this event auctioned off Don “Hoss” Waugh’s personal collection of Harley-Davidson memorabilia and artifacts as well as his \$1 million investment into the Memory Lane Motorcycle Museum, which was featured onsite at Waugh Enterprises Harley-Davidson. The event was expected to have 3,000 people in attendance as well as offering online bidding.

Gardner Britt of the Ted Britt Automotive Group purchased Waugh Enterprises Harley-Davidson from the Waugh Family. Ted Britt Automotive Group also operates Chevrolet of Sterling, Ford Lincoln of Chantilly and Ford Lincoln of Fairfax, all located in Virginia. In September 2013, Ted Britt Automotive Group acquired its first Harley-Davidson dealership through George Chaconas and Performance Brokerage Services, when they purchased East Coast Harley-Davidson in Dumfries, Virginia, now renamed Harley-Davidson of Quantico. Looking to expand his Harley-Davidson portfolio, Gardner Britt remained on George’s radar. “George showed us the perfect Harley-Davidson dealership he had listed for sale in our adjacent market,” commented Gardner Britt. He continued, “George was very helpful and professional in bringing the parties together to consummate a successful transaction. We highly recommend George and Performance Brokerage Services if you are in the market to buy or sell a Harley-Davidson dealership.”

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, “With tremendous satisfaction, we announce the sale of the oldest Harley-Davidson dealership in the state of Virginia. This was a terrific acquisition for the Ted Britt Automotive Group and the Waugh Family found an excellent buyer to carry on their legacy.”

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>.



Contact Information

George C. Chaconas

Performance Brokerage Services

<http://https://www.performancebrokerageservices.com>

+1 (813) 245-2535

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