



# Marketing Services

New England's Most Experienced Auto Dealership Broker

## Media Contact Information

Gordon Wisbach, President

Phone: 508-395-2500

Email: [gordon@gwmarketingservices.com](mailto:gordon@gwmarketingservices.com)

Website: [gwmarketingservices.com](http://gwmarketingservices.com)

## FOR IMMEDIATE RELEASE

GW Marketing Services named New England Broker for dealership buy-sell transactions.

JUNE 7, 2022 (Newton Centre, MA) -- GW Marketing Services, a full-service dealership brokerage and business advisory firm serving auto dealership clients throughout the northeast, has been named by LABNation Dealership Brokerage Network as the select broker to deliver services to dealer clients in New England.

LABNation, the nation's only multiple listing service (MLS) serving the automotive industry, provides dealership owners with access to accounting and advisory professionals' expertise in the purchase and sale of branded auto dealerships.

GW Marketing Services provides brokerage, valuation, litigation support, market consolidation solutions and general auto dealership business consulting services.

"Now more than ever the auto dealer advisory services from a local broker with over 42 years in the marketplace are extremely important!" said Gordon Wisbach, President of GW Marketing Services.

GW Marketing Services has been a member of multiple New England auto dealer associations for many years including Connecticut, Massachusetts, New Hampshire, and Vermont. Wisbach is also a member of the National Association of Dealer Counsel, a large association of lawyers and vendors in the US serving auto dealers nationwide.

"When I was first approached about LABNation, I immediately saw it as an opportunity to work with other experienced, well-respected professionals," Wisbach continued. "Once I learned that the firm specializes in helping medium-sized dealerships that lack the experience to handle buy-sell transactions, I knew that we had a significant synergy to service these dealers with whom we have been working with in the Northeast for the past 42+ years. I'm excited to work with this network of reputable, knowledgeable partners."

## About GW Marketing Services

GW Marketing Services was founded in March of 1980 to meet the growing need for sophisticated, knowledgeable dealership brokerage and business appraisal services. GW Marketing Services was the first automobile dealership broker in New England dedicated exclusively to the auto industry.

Located near Boston, MA, the firm has helped thousands of dealers over the past four decades, facilitating more than 400 buy-sell transactions and completing 550+ appraisals for dealers in the northeast. GW Marketing Services has the highest customer satisfaction and loyalty ratings in the nation with the most repeat business as they have created a reputation of excellence and stay devoted to their clients through the final signing.

---

18 Ripley Terrace, Newton Centre, MA 02459

Office 857-404-0226 • Gordon 508-395-2500 • [gordon@gwmarketingservices.com](mailto:gordon@gwmarketingservices.com)