

Press Release

Akerman Advises The Beekman Group in Sale of Dealer Pay to Vehlo Holdings

June 5, 2025

Akerman represented The Beekman Group in the successful sale of Dealer Pay, a leading provider of point-of-sale software and payment processing solutions for the franchised automotive dealership industry, by its portfolio company Convenient Brands to Vehlo Holdings.

The Akerman team was led by Corporate Practice Co-Chair David Birke and Corporate Partner Erin Swick. The team also included:

- Mary Samsa, Chair, Executive Compensation and Employee Benefits Practice
- William Sullivan, Chair, Federal Tax Practice
- Peter Chiabotti, Partner, Intellectual Property Practice Group
- Adria Crowe, Partner, Labor and Employment Practice Group
- Bill Helmstetter, Partner, Corporate Practice Group
- Bryan Reese, Partner, Corporate Practice Group
- Brittany Pushkin, Associate, Corporate Practice Group
- Matt Emery, Associate, Corporate Practice Group
- Andrew Herndon, Associate, Corporate Practice Group
- Chelsy Lutz, Associate, Tax Practice Group

Related People

David F. Birke
Peter A. Chiabotti
Adria M. Crowe
Matthew D. Emery
William J. Helmstetter
W. Andrew Herndon
Chelsy V. Lutz
Dominique M. Pierre
Brittany Pushkin
Bryan L. Reese
Mary K. Samsa
Bill Sullivan
Erin M. Swick

Related Work

Corporate
Employee Benefits and
Executive
Compensation
Intellectual Property
Labor and Employment
M&A and Private Equity
Tax

Related Offices

Atlanta
Charlotte
Chicago
Fort Lauderdale
Los Angeles

- Dominique Pierre, Associate, Corporate Practice Group

Miami
New York
Orlando
West Palm Beach

Dealer Pay is recognized for its innovative payment processing technology and seamless point-of-sale software integrations, serving franchised automotive, powersports, marine, and RV dealerships nationwide. The transaction marks a significant milestone for The Beekman Group and Convenient Brands, reflecting their commitment to supporting growth and technological advancement in the industry.

“We are proud to have guided The Beekman Group in this important transaction, furthering their track record of building and realizing value in industry-leading businesses,” Birke said.

About Akerman

Founded in 1920, Akerman is recognized as one of the country’s premier law firms, with more than 700 lawyers in 25 offices throughout the United States.