

LOUIE HERRON

MANAGING DIRECTOR
DEALERSHIP TRAINING TEAM
MERGERS AND ACQUISITIONS



Born and raised in Florida, Louie Herron's journey began with the promise of a career in college football, first at Liberty University in Virginia, followed by West Georgia College. However, at the age of twenty, Louie discovered a latent talent for automobile sales, prompting him to pivot from his aspirations in football.

In a testament to his tenacity, by the age of 32, he became a co-owner of Taylor Toyota in North Augusta, South Carolina. 2009 saw him become the proud owner of Louie Herron Toyota & Scion in Milledgeville, Georgia, only to sell it five years later at a significant profit. His entrepreneurial spirit continued to thrive, leading him to acquire and subsequently sell Louie Herron CDJR in Madison, Georgia. Today, Louie stands at the helm of Herron Automotive Group in his native Florida.

Apart from his successes in the automotive industry, Louie is a published author of "Driven by Fire" – a deep dive into the tenets of unwavering faith, unmatched intensity, personal reinvention, and boundless enthusiasm.

Beyond his business endeavors, Louie is celebrated for his ceaseless optimism, motivational prowess, and deep-rooted faith. Embodying the spirit of a glass perpetually brimming, Louie's philanthropic footprint is evident in "The Love Bucket," his charity that channels a portion of dealership profits back to the community.

Louis will be helping SAR clients with any dealership operability, consulting, and training needs they may have to boost profitability. He will also be helping conduct M&A needs of our clients.