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WILLIAMSBURG'S

# Next Door Neighbors<sup>®</sup>

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PRICELESS

Discovering the people who call Williamsburg home

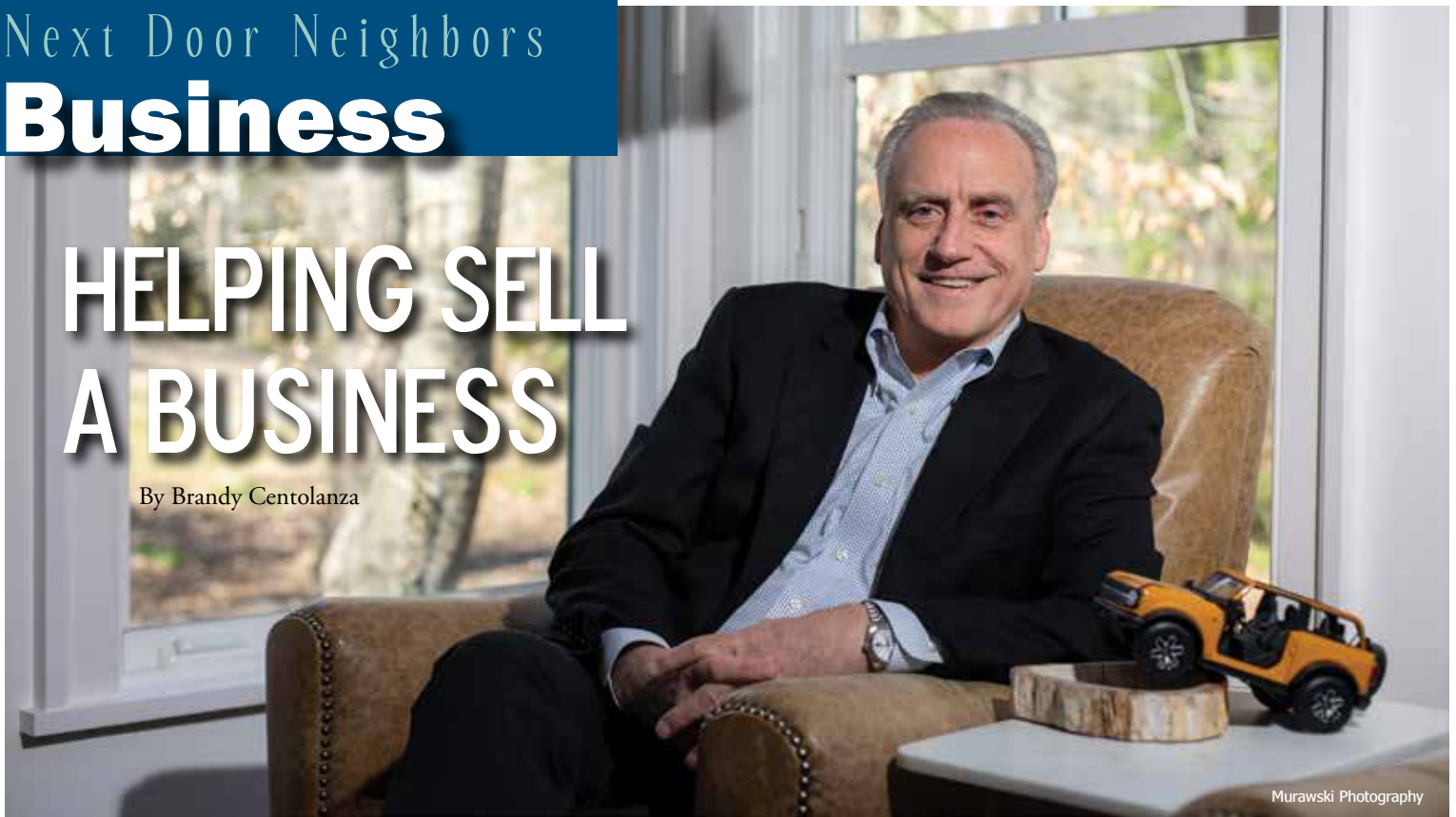
## Williamsburg's Cornerstones

**Kody Grant**



# HELPING SELL A BUSINESS

By Brandy Centolanza



Murawski Photography

For the past few years, Hal Feder has been a managing partner and franchise owner of the local Murphy Business & Financial Corporation. His company helps business owners buy and sell businesses, which can be personal on many levels. One of Hal's roles is to help bring peace of mind to business owners, particularly those who are retiring, and ensure their business will be in good hands with new owners.

"I am a matchmaker for businesses and work mostly with sellers," Hal says. "Selling a business can be a very personal process. There are a lot of psychological and emotional attachments to employees, customers, suppliers, and the business itself. I try to protect their interests."

Hal works with his clients to determine what their goals are as well as how much they would like to be involved with the business after the sale, how much they want to manage the sale, and what they may be looking for in a potential buyer.

"Some are concerned about their legacy," Hal says. "They want to make sure they are picking a good person to replace them. I find it tremendously satisfying when I can connect business owners with someone new who is enthusiastic about becoming a business owner. I love the art of this business, and the inter-

section of interest between the buyer and the seller. One is so happy to be getting out of the business and one is so happy to be getting in."

Hal mostly assists with the sales of auto dealerships, which is fitting since he spent much of his career with Ford Motor Company. Hal's father, Harold Feder Sr., worked for Ford while Hal was growing up. His dad's job involved a lot of travel, so Hal moved around a lot as a child, and later, while working for Ford himself as an adult. Hal moved a total of 25 times throughout his life while affiliated with Ford Motor Company.

"My dad was my idol," Hal says. "I was always around cars and just had this fascination with vehicles."

Hal earned a Bachelor's Degree in Business Administration and Management from the University of Kansas School of Business and followed that up with his MBA from the University of Florida. He then spent more than 30 years working in sales and marketing for Ford Motor Company. His experience included managing Ford's North American Fleet business and leading Ford's Global Export Business. Hal and his wife, Joyce, met while they were both working for Ford. The couple and two of their three kids spent three years in South Af-

rica beginning in 2006 after Hal was named President and Chief Financial Officer of the company's South Africa division, a position that was offered to his father 30 years earlier. His dad ended up turning that job down due to family obligations.

"It was life-changing," Hal says of his time in South Africa. "It was a tremendous experience. South Africa is a beautiful country, and the people were incredible. I enjoyed it. It was very impactful because it made me realize how blessed we are to have the things we have here in the United States."

Returning to the U.S. in 2009 during the recession was an adjustment for Hal. Eventually, Hal sought a change and decided to retire from Ford in 2013. He then went to work for RMA Automotive Group, where he served as President from 2013 to 2015. Hal was involved with global trading for the company, which sent him to Bangkok, Thailand for two years. His responsibilities included overseeing product development, manufacturing, marketing, sales, and service operations for the business.

"Southeast Asia was a completely different adventure," Hal says. "During those two years, I had 5,000 employees in 20 countries, and had 350,000 air miles. I felt like my home was



in the Delta Sky Club for those two years. My passport is pretty thick.”

These days, Hal and his wife travel mostly to see family. The couple’s daughter, Hannah, who got married this past September in Colonial Williamsburg, lives in Connecticut. Their son, Grant, lives in Chicago, where he keeps busy with a newborn son, while their other daughter, Lindsay, lives in Atlanta. Hal and Joyce also like to visit with friends that they met while living in Africa, who now reside in Seattle.

“Japan is also on our to-do list, and I’d like to take our whole family back to Africa on safari,” Hal says.

When Hal and Joyce first returned from Thailand, they lived in Michigan. Hal then decided to retire a second time, this time from RMA Automotive. “We thought to ourselves, ‘Where do we want to be?’” Hal recalls.

That place turned out to be Williamsburg, which was quite familiar to the couple. Williamsburg was where Joyce had attended William & Mary and still had family in town.

“We had always visited Williamsburg,” Hal says. “We love the four seasons, we love the history, we love its centralized location. It’s just a beautiful place to live.”

Hal and his wife purchased a house off of Jamestown Road in 2015 and spend the next year renovating their new home.

“I kept busy with the renovations, but soon I realized that I didn’t do well with retirement,” Hal says.

He began looking for a job where he could apply his previous experiences. He decided on obtaining his real estate license, and, while doing his research, migrated to business brokerage. In 2017, another business broker from Virginia Beach introduced Hal to Murphy Business. After working with him for two years, Hal bought his own franchise.

Murphy Business, headquartered in Florida, is one of the largest business brokerage firms in North America. Hal was one of the top producers for Murphy Business in the country in 2021.

“I am happy to have found something in

this stage in my life that I can do from anywhere,” Hal says. “All I need is a computer. I enjoy it because it is something new, but I am still working with some of the aspects of my old life.”

When he is not on the clock, Hal is active in other ways within the community. He is a member of The Chapel at Kingsmill, where he serves on the board. He is also involved with the organization Heart for Orphans, which helps provide homes for orphaned children in Ukraine, Belarus, and Kenya. He also finds time for leisure activities like golf and going to the movies.

Hal Feder looks forward to the next few years as he continues to grow his business while helping others buy and sell theirs.

“I’m really pleased with the practice so far,” Hal says. “Everything is going well. We have a really active market right now. It’s the most active merger and acquisition market I have seen in my career. I want to be a resource for entrepreneurs in Virginia, to educate them and help them in any way that I can.” NDN



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