



CHAD J. RICHTER

O'NEILCANNON

HOLLMAN DEJONG & LAING S.C.

Shareholder

CONTACT

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PRACTICE GROUP

- Business

Chad is a shareholder and member of the firm's Business Law Practice Group. His practice focuses on working with privately held businesses and their owners, acting as corporate counsel to help them with the various legal issues they face in operating and expanding their businesses.

As part of his practice, Chad has considerable experience in Mergers & Acquisitions and frequently works with businesses on ownership transition events. He prides himself on providing efficient, practical legal advice, and consistently finding ways to "get deals done" amid all the various challenges that deals demand.

Over the years, Chad has assisted numerous corporate clients that are involved in dealership/distribution and franchise systems, and has counseled them on the unique contractual and business issues they face as dealers/franchisees.

Chad Assists Clients With

- Mergers and Acquisitions
- Shareholder transitions and disputes
- Commercial contract negotiation and drafting
- General business organization and structuring
- Franchise and dealership legal matters
- Commercial Real Estate transactions
- Litigation and dispute resolution involving businesses and franchises

Experience/Representative Client Work

- Represented numerous local and regionally based businesses in acquisition and sale transactions ranging from \$1,000,000–\$120,000,000
- [Represented a design and engineering firm in its sale to a publicly held global business](#)
- [Represented a custom automation manufacturer in its sale to a publicly held global business](#)
- [Represented one of Wisconsin's largest regional independent dental service providers in its sale to a Top 10 Dental Service Organization](#)
- [Represented US interests for a Canadian large equipment manufacturer in its sale to a European business](#)
- Represented a cloud-based software company in its sale to a nationally recognized leading provider of government software and integrated payment solutions
- Represented a custom product and tool online retailer in its sale to a regional private equity group
- Represented a local capital group in its acquisition of multiple US-based business
- Worked with well over 400 different franchise and dealership models across the U.S. and internationally in varying product and service based industries for both business-to-business and consumer based businesses, including startups, sales, transitions, roll-ups, shut-downs and various franchisor dispute matters

Professional Associations and Affiliations

- Wisconsin Bar Association
- American Bar Association, Forum on Franchising
- Midwest Business Brokers and Intermediaries, Board Member–Past President
- International Franchise Association, Former Member/Supplier

Awards/Distinctions

- Selected for inclusion in *The Best Lawyers in America*®, Business Organizations (including LLCs and Partnerships), 2019–2023
- Selected for inclusion in 2014–2022 Wisconsin Super Lawyers, *Law & Politics* and *Milwaukee Magazine*
- Selected for inclusion in 2008–2013 Wisconsin Super Lawyers Rising Stars, *Law & Politics* and *Milwaukee Magazine*
- Martindale-Hubbell® Peer Review Rating™–AV, reflecting an attorney who has reached the height of professional excellence and is recognized for the highest levels of skill and integrity
- Midwest Business Brokers & Intermediaries, Outstanding Leadership Award, 2012

Education

- Marquette University Law School (J.D., *cum laude*)
- Marquette University (B.S.–Business Economics and Philosophy, *cum laude*)