

Goree Architects, Inc. Acquires Whitfield Associates, Inc.

February 1, 2021

Goree is excited to announce the acquisition of Whitfield Associates, Inc. (WAI), a full-service and award winning architectural, planning, and interior design firm located in Dana Point, California. The acquisition creates a new entity, Goree Whitfield, Inc., which will operate as a subsidiary of Goree and continue to focus on providing exceptional design and architecture services. The purchase will better serve the needs of Goree's west coast automotive customers and create a satellite office as Goree expands its offerings and reach.

Goree, a Houston-based automotive, commercial, and interiors architecture firm founded in 1963 has earned the reputation as a leader in retail automotive facility design. Most recently Goree has designed Jeff Haas Mazda, one of the largest Mazda dealerships in the country and Westside Lexus, one of the largest Lexus dealerships. The acquisition will only further strengthen this leadership position as WAI has built an impressive automotive portfolio since opening in 1975 including Porsche Palm Springs, the first Generation 5 Porsche dealership in the world. To date, WAI has provided design services for over 800 automotive facilities projects for numerous brands and was the Brand Architect for BMW of North America and MINI USA for nearly a decade. WAI's reputation will help Goree, a Brand Architect for Fiat Chrysler Automobiles, expand its Brand Architecture capabilities.

"Our acquisition of Whitfield Associates complements our automotive facility design offerings and further entrenches Goree in west coast markets. The investment offers an important strategic opportunity to open an office in Southern California to better serve our clients and expand our client base." said Steven Craney, President of Goree. "Whitfield Associates was built on many similar values as Goree and aims to provide the highest level of service to clients while delivering exceptional projects. The two business were a perfect match and we're excited to continue providing Whitfield's clients with outstanding service through our new subsidiary, Goree Whitfield."

Gary Whitfield, founder of Whitfield Associates, Inc., will join Goree Whitfield, Inc. as Senior Vice President and continue to provide his long-standing clients with the same services they are accustomed. "Whitfield Associates has had a 45-year journey experiencing a vast number of clients and projects throughout its tenure. We look forward to our new venture with Goree." said Gary Whitfield.

Link to original press release:

<https://goree.com/news/goree-acquires-whitfield-associates>