



W. Bruce Bercovich

COUNSEL

Bruce advises clients on commercial transactions with a focus in real estate leasing, sales transactions, and matters relating to the retail automotive industry.



Industries

[Transportation & Mobility](#)

Practices

[Real Estate](#)

Education

Golden Gate University School of Law, JD
University of California, Santa Barbara, BA

Offices

[San Francisco](#)

Phone

[415.805.7983](#)

Email

bruce.bercovich@afslaw.com

Client Work

Since 1976, Bruce has been involved in hundreds of separate transactions buying and selling new vehicle (automobiles, motorcycles and trucks) dealerships in California and other states, representing both buyers and sellers, encompassing over 300 franchises. These transactions also include the leasing or the purchase and sale of the real property for the dealerships. Additionally, he has represented dealers before the California New Motor Vehicle Board and the California Bureau of Automotive Repair, as well as in settlement negotiations of industry related lawsuits.

A former officer and director of FirstAmerica Automotive, Bruce has been involved in strategic planning related to the ownership and operation of Automobile dealerships.

Previous Work

Prior to joining Arent Fox, Bruce served as the Managing Partner of a boutique law firm based in San Francisco where he focused on wide variety of commercial, real estate, business litigation, and estate planning matters.

Bar Admissions

[California](#)