



Executive Case Study: Successful Sale of a Fuel & Lubricant Distributorship

Client: Husband and wife owners, Midwest fuel and lubricant distributorship

The Challenge

The owners initially wanted to sell the business as a single unit to one buyer. When the original buyer attempted a last-minute \$200,000 price reduction due to a pending state letter, the owners decided not to compromise and instead pursued two separate buyers. Each sale presented unique challenges: one buyer was a friend but required diligence and reassurance, while the second buyer was inexperienced, younger, and hesitant to manage a business doubling his prior exposure.

Meridian's Role

Meridian served as the sole advisor and transaction lead, sourcing the first buyer and facilitating interest from the second. Meridian guided both buyers through due diligence, financing arrangements, and the closing process, ensuring the owners' goals—selling the businesses responsibly, maintaining continuity, and positioning the buyers for success—were achieved.

The Complexity

- Buyer #1: Needed assurance all customers would be cared for; the transaction completed smoothly in about three months.
- Buyer #2: Young and inexperienced, with financing hurdles as combining bank and owner financing to meet everyone's goals. Meridian worked directly with the banker and attorneys to simplify the process and address frequent buyer uncertainty.

The Outcome

- Both businesses sold successfully to separate buyers
- Owner financing enabled completion of a complex transaction
- Buyers equipped to grow and manage the businesses effectively
- Owners' priorities preserved: continuity maintained and the businesses placed in capable hands

The Result

Meridian's disciplined advisory, creative problem-solving, and hands-on guidance enabled a challenging, multi-buyer transaction to close successfully protecting value, supporting the buyers, and giving the owners a confident exit.