



CASE STUDY

WASHING AWAY COMPLEXITIES, CLEANING UP FOR GROWTH

INDUSTRY

Car Wash Equipment,
Chemicals & Service

LOCATION

From their home in Kansas, they
serve customers from Montana to
South Texas.

OWNERSHIP

Family-owned, steered by Brian Merz,
and now paving a path for the next
generation (his four boys).

CHALLENGE

When 25% annual growth meets
multi-state tax chaos and succession
planning limbo, even the best car
wash supplier needs a deep clean.

SOLUTION

Adams Brown brought the full-
service pit crew, turning tax
tangles and succession stress into
a well-oiled machine.

RESULTS

From smoother operations to a
rock-solid succession plan, Mid-West
Equipment Sales is now running on
all cylinders, and then some.



Mid-West Equipment Sales didn't exactly start with one foot in the door, but they've managed to kick it wide open. Over four decades, their territory has expanded across the midwestern U.S., from Montana to Texas, by filling a unique niche and going where others weren't.

Specializing in car wash equipment, chemicals and servicing, they've dominated the industry through hard work, innovation and a strong family-focused ethos.

But, as anyone in business knows, steady growth can bring unexpected challenges, including managing invoicing, finances, human resources and increasingly complex taxes. President Brian Merz knew Mid-West was outgrowing its framework, admitting, ***"the day your accounting firm says, 'You've outgrown us,' feels like both a compliment and a stressor."***

The Challenge

Here's the thing about running a multi-state business for years while experiencing annualized growth of 25%, your operational foundation starts creaking under the weight. Taxes? Multi-state wild west. Wealth plans? Untapped. Succession? A lingering question without a step-by-step guide. Throw in a smaller accounting firm that had supported the business well in its earlier stages but wasn't built for this level of complexity, and the cracks were starting to show. The business was growing faster than its systems could keep up, leaving Brian juggling much more than just soap orders.

Merz summed it up best: ***"We needed more than just a CPA. We needed a team that could help us with every moving part: multi-state taxes, business guidance, employee benefits, succession planning, the whole nine yards."***

A Full-service Overhaul for Sustained Growth

"They didn't just take charge of taxes; Adams Brown walked us through everything from payroll to planning." – Brian Merz, President

The Solution

What Brian initially thought was *"just a CPA team to help with everything"* turned out to be a powerhouse of specialists with expertise in every important area. Within three months, Adams Brown's team had identified key opportunities and implemented solutions that shifted the business into high gear.

"They interviewed me to make sure I was a client they wanted to take on," Brian recalls. *"After we talked, my accountant, Brian Staats, and I grew close quickly. He understood where I wanted to go with the business, and I understood what he could do with it."* The team's solutions came together faster than he expected and with a consistently professional approach.

One of the nicest surprises? Adams Brown's proactive financial strategies. *"They moved funds around during market struggles, keeping us well-positioned and even making us – me and all my employees – money,"* Brian noted. ***"They didn't just fix what was broken; they built a stronger foundation for long-term success."***

Services That Deliver Results

- ▶ **Tax Compliance:** Multi-state oversight and compliance without the headache.
- ▶ **Streamlined Payroll:** Freeing up internal bandwidth for higher-value tasks.
- ▶ **Enhanced Profit-Sharing and 401(k):** Employee retention locked in with plans built to adapt to team member's goals, roles and season of life.
- ▶ **Succession Solutions:** Strategic ownership plans that bridge generations seamlessly.
- ▶ **Investment Advisory:** Keeping the company's (and employees') funds safe and sound.



The Impact

For Mid-West Equipment Sales, the difference is night and day. Taxes now run like a well-oiled machine. The office team is operating with more clarity and focus. The front-of-house crew can be more customer-centered with less back-office drag. Best of all, a clear succession plan is securing both the company's growth and family harmony.

"We were stuck in survival mode, juggling 10 balls at once. After Adams Brown stepped in, they took several of those balls off our hands, making things much more manageable. Now we're down to four, and everything runs more smoothly and efficiently."

Looking Ahead

"We're always thinking about what's next: how do we stay ahead, what needs to change, where do we go from here?" Brian says. With Adams Brown in the passenger seat, Mid-West isn't just keeping pace, they're moving into new lines of business, forming new ventures and staying nimble no matter what the market throws their way. Brian's not only planning for today but paving a future where his family and team can keep building, diversifying and running strong for years to come.

"They've not only helped us grow our current business; they're setting us up to dream bigger."
– Brian Merz.

Final Thoughts

Brian shares honest advice for fellow business owners: *"Don't be afraid to let someone help you. You can't do it all and keep growing."* He credits Adams Brown for being the kind of true partner he and his business needed most. *"I thank them for pointing me in the right direction and helping us lay a foundation my family can keep building on."* With Adams Brown in his corner, Brian's original goals are now in motion and the door remains wide open for new opportunities.

Want to know how a full-service team can revolutionize your business? Learn more at Adams Brown.

