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White Creek Lumber & Hardware Joins Forge & Build, Marking Continued Strategic Growth in Michigan

Cedar Springs, Michigan — White Creek Lumber & Hardware, a trusted provider of lumber, hardware, and building materials serving West Michigan for nearly four decades, is proud to announce that it has officially joined the Forge & Build family, a division of EquipmentShare. This transition represents an exciting new chapter for the company, strengthening its ability to serve customers while preserving the strong community relationships and service culture that have defined the business since its founding.

This acquisition also marks a significant milestone for Forge & Build, as White Creek Lumber & Hardware represents the **sixth lumber company successfully acquired in Michigan by Forge & Build**, reflecting continued momentum in expanding Forge & Build's presence across Michigan and the Midwest.

"For years, our clients focus has been on delivering quality products, dependable service, and trusted relationships with contractors and homeowners throughout our Cedar Springs and surrounding community," said **Rob Anderson, CEO of EGM**. "Joining Forge & Build allows White Creek Lumber & Hardware to build on that legacy while providing our customers with greater resources, expanded inventory, and the support of a national network. Our clients are excited about what this partnership means for their customers, employees, and the future of the local, community-based business."

Forge & Build, a leading provider of building materials, hardware, and contractor supplies, continues to grow its footprint by partnering with established, community-focused lumberyards. As part of EquipmentShare, the company leverages advanced technology, logistics capabilities, and operational expertise to support local businesses while maintaining their identity and customer relationships.

White Creek Lumber & Hardware has long been recognized for its strong reputation in the region, serving both professional contractors and retail customers with a comprehensive range of building materials, tools, and home improvement products. The company's strategic location near Grand Rapids and its loyal customer base have made it a cornerstone of the local building community.

While ownership is transitioning, customers and vendors can expect continuity in day-to-day operations and service, including:

- Continued service from the same knowledgeable and experienced team
- Ongoing relationships with local contractors and community partners
- Expanded product offerings and supply capabilities through Forge & Build's national network
- Long-term investment in facilities, technology, and customer experience

"This transaction reflects our commitment to helping strong local businesses find the right strategic partners for long-term growth," said **Matt Isaacs**, COO of EGM. "Completing our second lumber transaction with EquipmentShare demonstrates the strength of this relationship and the shared vision of supporting independent lumberyards while providing them with the resources to compete and thrive in today's market."

White Creek Lumber & Hardware's transition to Forge & Build ensures the continuation of a business known for personalized service, knowledgeable staff, and deep community involvement. With the added support of a national platform, the company is well-positioned to serve the evolving needs of builders, contractors, and homeowners throughout West Michigan for years to come.

Transaction advisory services to White Creek Lumber & Hardware were provided by Rob Anderson, CEO; Matt Iassics, COO; and Ken Bollman, SVP of Equity Group of Michigan (EGM), a Grand Rapids, Michigan-based M&A advisory firm. Legal services to the seller were provided by Jon Siebers, Tim Dudley, and Clayton Burnheimer of Rhoades McKee, a Grand Rapids Michigan-based law firm.

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