



## Pierson Trading Post Enters New Chapter Under Local Michigan Ownership

May 6, 2026 – Pierson, Michigan – Pierson Trading Post, a well-established convenience store, deli, meat market, pizza shop, and Sunoco-branded gas station serving the Pierson community for more than 40 years, is proud to announce its successful transition to new ownership. Jerry and Cindy Reyers of Pierson, Michigan, have officially sold the business to Marc VanderVelde of Caledonia, Michigan.

This transaction marks an exciting continuation of the Trading Post’s long-standing role as a cornerstone business within the Pierson community. Known for its loyal customer base, quality meats and jerky, popular pizza offerings, and convenient fuel and grocery services, Pierson Trading Post has built a strong reputation throughout the region.

“For many years, Pierson Trading Post has been more than just a business to our family — it has been part of our community and our lives,” said Jerry and Cindy Reyers. The Reyers are incredibly grateful for the support of our customers, employees, and community over the years. And they are confident Marc will continue the tradition of service and quality that customers have come to expect.

The business has experienced extensive recent improvements, including upgraded flooring, roofing, steel siding, refrigeration systems, security infrastructure, beer cave additions, and updated fuel systems. The store operates in a highly visible location with more than 5,100 vehicles passing by daily and includes multiple revenue streams from grocery, fuel, pizza, meat, beer and liquor, and lottery operations.

Buyer Marc VanderVelde brings extensive operational and ownership experience to the acquisition. VanderVelde currently owns and operates similar businesses in Caledonia, Belding, and Greenville, Michigan, and now expands his footprint into Pierson. His background operating successful community-focused businesses positions Pierson Trading Post for continued growth and investment. Marc is eager to continue building on the strong foundation Jerry and Cindy created. Pierson Trading Post has an outstanding reputation, loyal customers, and a dedicated team. Marc looks forward to investing in the business and continuing to serve the Pierson community for years to come. The company’s new name will be Trading Post of Pierson, LLC.

Customers can expect continuity in daily operations, staffing, and service, along with future opportunities for expanded offerings and continued facility improvements.

Transaction advisory services to Pierson Trading Post were provided by Rob Anderson, CEO; Matt Isaacs, COO; and Ken Bollman, SVP of Equity Group of Michigan (EGM), a Grand Rapids, Michigan-based M&A and Commercial Real Estate advisory firm, with offices in Ann Arbor, Muskegon, and Cadillac/Traverse City Areas of Michigan. Paul Ledford, of Grandville,

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