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**FOR IMMEDIATE RELEASE**

**Weidert Group, Inc., Completes Sale to Employee Stock Ownership Plan (ESOP)**

**Appleton, WI (April 11, 2017)** — Weidert Group, Inc., a B2B inbound marketing agency and Platinum Level HubSpot partner, announced today that it transferred 100% ownership of the company to its employees through an Employee Stock Ownership Plan (ESOP).

Agency owners Greg Linnemanstons and Meg Hoppe finalized the deal on March 31, 2017, after retaining [ESOP Partners](#), an ESOP consulting and administration firm in Appleton, Wisconsin, late in 2016 to conduct a feasibility study. ESOP Partners assisted with the sale and will continue to work with Weidert Group, Inc., as the ESOP consultant and third-party administrator.

An ESOP is a qualified retirement plan that buys, holds, and sells company stock for the benefit of the employees, providing them with an ownership stake in the company. According to Linnemanstons, "Succession planning was a growing concern, and the ESOP emerged as the best approach that combined business sustainability and long term incentives for current and future employees. The ESOP allows us to transfer ownership and provide a tax-deferred benefit. Now, every full-time employee will have a stake in the business!"

The ESOP sale will not affect the company's structure or operation; Linnemanstons and Hoppe—as well as the additional 22 employees, 5 of whom were also partners in the agency prior to the sale—will continue in their current roles.

According to The Employee Ownership Foundation's [24th Annual ESOP Economic Performance Survey](#), the majority of ESOP companies showed increases in productivity, revenue, stock value and profitability, all of which ultimately benefit employees.

#### **ABOUT WEIDERT GROUP, INC.**

Weidert Group, founded in 1980, is a B2B inbound marketing and sales agency based in Appleton, Wisconsin. A certified HubSpot partner since 2011, Weidert Group achieved the highly-coveted Platinum level partner status with HubSpot in 2015. HubSpot is the world leader in marketing automation and sales software, with over 20,000 customers in more than 90 countries. Weidert Group is a full-service agency providing all components of an inbound marketing and sales effort: website and UX design, content strategy and development, search engine optimization (SEO), social media management, lead nurturing, sales enablement services, and overall marketing management.

Clients represent B2B companies in equipment manufacturing, finance/insurance, industrial A/E/C, and supply chain/distribution—in addition to technical service companies supporting these industries.