

The ESOP Advantage – Why Employee Ownership Matters

Wolverine Crane: 100% Employee-Owned, Customer-Focused

Wolverine Crane is proud to be an **Employee Stock Ownership Plan (ESOP) company**. Every employee is now an owner with a direct stake in the success of your project, creating stronger accountability, higher service quality, and long-term stability for our customers.

Customer Benefits of the ESOP Model

1. Greater Accountability

Employee-owners treat every project like it's their own investment. You can expect unmatched care, precision, and commitment at every step.

2. Higher Service Quality

Low employee turnover means experienced, long-tenured team members who know your business and deliver consistent support year after year.

3. Local Stability

Unlike national competitors with shifting priorities, Wolverine Crane remains **Michigan-based and community-focused**, ensuring responsive service and fast decision-making.

4. Shared Success

As owners, our employees are motivated to keep your equipment running at peak performance—maximizing uptime, efficiency, and safety.

Why It Matters to You

- Confidence that your partner is **built for long-term stability**
 - A workforce that is **personally invested in your success**
 - Assurance that Wolverine remains **locally owned and operated**
 - Stronger alignment between **customer outcomes and employee performance**
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About Wolverine Crane

- Serving Michigan industries since **1994**
 - Multi-location presence: **Grand Rapids, Kalamazoo, Detroit, Traverse City**
 - Complete in-house capabilities: design, fabrication, installation, and service
 - Proven expertise: spans up to **150 feet** and capacities up to **150 tons**
 - 24/7 emergency service commitment with rapid response guarantee
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Employee-Owned. Customer-Focused. Future-Ready.

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