

CASE STUDY: Meridian Title Company

Driving Expansion Through Uncertainty

Challenge

Meridian Title Company is in a famously cash-cyclical industry. For companies like Meridian, it's imperative to have predictable cash flows due to the unpredictable nature of the economy, as revenue is closely tied to its ebbs and flows. This becomes especially true when looking to expand operations.

When TJ Carley was in the early stages of his title business, efficiency was low. His printing and copying were done on machines bought outright, sending frequent shocks to his cash flow. If his business was going to grow, he would need to find a way to keep his expenditures and efficiency consistent.

ACP's Solution

Carley's idea of what his company could become changed forever after hearing about ACP at a business referral group. His sales representative told him how he can now lease his equipment instead of purchasing upfront, immediately solving a major element of his cash flow dilemma. In front of him was an all-in-one office technology supplier that was the missing link between his dreams of expansion and making it happen.

Results

Today, Meridian Title is a large company whose office equipment logistics are out of sight, out of mind. The personal relationship that TJ has with ACP means that not only does Meridian now have reliable equipment and cash flow, but he's consistently getting tips on where the company can save some money. It's why, since that first meeting with ACP, Carley hasn't taken a meeting with any other supply dealer.

"I really wish that I'd met with ACP years earlier. I didn't realize all the other parts of the company and the different legs that ACP has, as far as technology is concerned." – TJ Carley, Chief Operating Officer

