

# Glenn's Golf Car Central

A Success Story Written by Angela Clements Cattell

Michael Rovansek has worked on customizing and assembling cars for over 20 years. About 15 years ago, one of his customers was a little tight on funds so he asked Michael if he could instead trade a golf cart in place of payment for Michael's services. Michael agreed. He decided to customize the golf cart using car parts that he had on hand to save money. From then on, he happily worked on customizing more and more golf carts, improving his expertise in the field as he worked on each one.

By 2007, Michael Rovansek's entrepreneurial spirit pushed him to start looking for an established business that he could eventually purchase. At that same time, Glenn's Golf Car Central, then located in Newbury, Ohio, was up for auction and peaked Michael's interest. Unfortunately, he was not in a financial position to buy the existing business so Glenn's was purchased by someone else. However, in 2013 Michael started looking more closely for a similar business, stopping at Glenn's often to ask questions of the owner and to look around at the business for ideas. He was confident that he would be a small business owner soon and wanted to learn all that he could about operating and managing his own shop. Moreover, Glenn's Golf Car Central was again for sale.

That same summer, Michael Rovansek attended the On BASE Start-Up Business Training Seminar presented by the Ohio Small Business Development Center (SBDC) located at Lakeland Community College to understand what it takes to start a business in Ohio where he also met SBDC Business Advisor, Jim Gray. Michael and Jim met on multiple occasions for business counseling and discussed many topics including financing the acquisition. Jim analyzed that the purchase appeared to be a low risk opportunity if he acquired it for the proper price. They also discussed operating the business, using existing part time help and moving the existing shop to a new location.

By the summer of 2014, Glenn's Golf Car Central was still for sale and listed at a lower price. Michael was now in a better position to purchase the very business he always admired. Jim Gray and Michael Rovansek met again to talk about updates on Michael's discussions with the former owner including what would be included in the purchase. Michael had looked at two new locations, so Jim advised on pros and cons of each. Michael even considered a possible commercial building purchase as opposed to just leasing. Jim then advised on doing a cash flow analysis including all start-up costs besides the purchase, move, build-outs, and permits. As explained by Michael, "I would meet Jim (Gray) on my lunch breaks and ask a lot of questions. He listed the pros and cons of my options. He also told me who to contact for additional help."

By January of 2015, Michael Rovansek had completed the acquisition of Glenn's Golf Car Central while he and his brother were also in the process of buying a commercial building located in Painesville Township, Ohio where the business would be relocated. That year, Michael had officially started his new business. As stated on the business website, "Glenn's Golf Car Central is a premier builder of custom golf carts. We get enthusiastic about customizing a special-order golf cart according to your individual tastes, desires, or intended use. If you are a do it yourselfer, we enjoy providing you with the inspiration, knowledge, and accessories that will enable you to successfully customize your own golf cart. We have a selection of used sport utility golf cars for sale."



Glenn's Golf Car Central Ribbon Cutting Ceremony

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Michael met with Jim Gray again on several more occasions to learn about everything from setting up his legal structure to marketing. Jim even guided Michael on his accounting by helping create the proper QuickBooks set-up to allow for inventory controls. Together, they set-up vendor, customer and item lists. Michael and his wife, Melanie, then attended the Beginners QuickBooks Workshops offered by the Ohio SBDC at Lakeland Community College for an even better understanding of their bookkeeping systems.

Jim also advised Michael on a marketing plan. According to Michael, "Jim encouraged me to join the Chamber of Commerce (Eastern Lake County) for additional marketing and networking. Since then I've passed out my business cards many times and have met both potential new customers and bankers."

Not long after starting his business in January 2015, Michael created fulltime employment for himself, a part-time position for his wife and subcontracts several different local customizing experts on jobs as needed. In addition, Michael has three other tenants in the building providing additional streams of income. He continues to customize cars and golf carts and sold his 87th golf cart by the time this story was written. His sales in 2017 were triple that of the previous year.

Michael advises other entrepreneurs to always "stick to your guns and stay focused when trying to start a business. Tons of personal stuff can take your focus away. Long days and long nights are involved when you start a business so it has to be your number one priority." For that reason alone, having help is so important when you start a business or even as you grow and need guidance in the later years. Remember, the Ohio Small Business Development Center is there to support and to guide you every step of the way so that you have every opportunity to reach true small business success.



Classic Car Golf Cart customized at Glenn's Golf Car Central. To find out more go to <http://www.glennsgolfcar.com/>