

Client Spotlight

Ashley Moberg went on a girls' weekend getaway 3 years ago, and visited her first Real Deals. She had a great experience with the friendly staff, great prices, and all of the goodies she loaded into her car. For the next 3 years, she talked about how she wanted to open a **Real Deals** in Rochester!

Moving forward with the idea of starting her own business, Ashley contacted the Real Deals franchise and received all the information from them. They told her that she needed a business plan to submit to them along with a letter from her banker stating that they would loan the money to start her business. Several of the bankers she visited recommended that she work with the Southeast Region SBDC. There, she met with business consultant, Rick Indrelie, who helped her to write the business plan, and to create the financial documents needed



Real Deals owner, Ashley Moberg

to get the loan approved. He also advised her on negotiations with the landlord of her retail space to adjust the lease agreement.

Two months later, she opened her doors and the business continues to grow. Her store products range from home décor, women's clothing, unique nick knacks,

jewelry, accent furniture, and much more! She has an online boutique and uses Facebook live streaming to show off her various products.

"The SBDC helped get this whole business started! Rick led me through step-by-step of what I needed to make this dream a reality," said Ashley.



14
 New businesses created



722
 Jobs created and saved



\$20.2M
 Capital accessed for business investment



371
 Entrepreneurs and businesses served



\$1.9M
 Business revenue increased



2,783
 Total hours of consulting services

Southeast Region

Small Business Development Center

www.rochestersbdc.com

Partners in Success

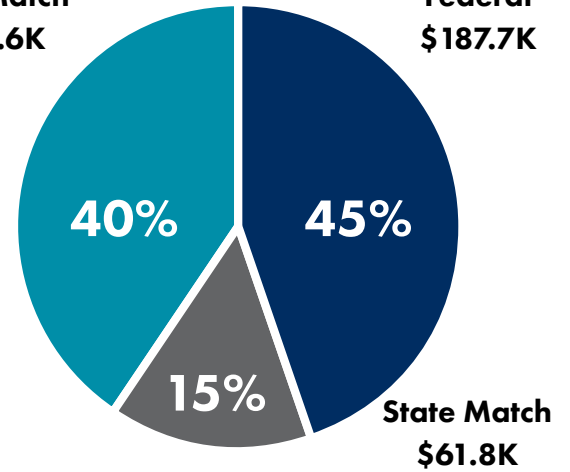
Our partners share in the vision for Minnesota's business success and recognize the positive relationship between nurturing small businesses and the well-being of their communities, regions, and the state. Funding for the program comes from the U.S. Small Business Administration, the Minnesota Department of Employment and Economic Development, and our most important local partners—the institutions of higher learning that host our regional centers.

Other local funding partners include many community leaders, economic development organizations, corporate donors, and private individuals. We're so grateful for their incredible continuing commitment to this program. Together, we are helping businesses start, grow, and succeed.

2018 Funding

Local Match
\$168.6K

Federal
\$187.7K



Funding Partners

HOST INSTITUTION



GOLD PARTNERS



SILVER PARTNERS

1st United Bank
Bank of Zumbrota
Bremer Bank
Citizens Bank Hayfield
City of Winona

Coulee Bank
First State Bank LeRoy
Foresight Bank
Home Federal Savings Bank
Merchants Bank

Olmsted National Bank
Peoples State Bank Plainview
Premier Bank
West Bank
Winona National Bank

POWERED BY



U.S. Small Business Administration



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