

Client Spotlight

Ruben, a certified Automotive Technician with over two decades of experience in auto repair, had a deep passion for automobiles since childhood. Ruben and his wife Wendi decided to establish their own business in the automotive industry, driven by a strong desire to provide exceptional service and expertise to their community. Located in Redwood Falls MN, their business is quickly becoming a go-to destination for vehicle enthusiasts and everyday drivers alike.



Their commitment to quality and personalized service set them apart, earning the trust and loyalty of their customers. With a focus on providing exceptional customer service, Ruben’s business consistently exceeded expectations. Ruben’s ability to communicate in both English and Spanish further enhances the customer experience, allowing him to assist a broad range of clients with ease. They offer a wide range of services, from engine and transmission repair to complete brake repair, electrical and computer diagnostics, and more. They also recognized a need for custom exhaust systems, lifted and lowered suspension work, lighting, custom wheels, and audio systems in the industry.

Their SBDC consultant, Berny Berger, played a crucial role in their journey. Berny, who has been an SBDC consultant since January of 2017, brought her wealth of experience in business accounting, office management, and finance to the table. She had a keen eye for potential and recognized Ruben’s hard work and determination. Berny noted, “I found Ruben to be very hard-working and diligent, with a lot of determination to reach his goal of owning his own auto repair business.”

Their dedication to excellence extended to preventive maintenance services, tire sales, exhaust system repair, and everything in between. As their reputation grows, so does their business. Ruben’s story is a testament to the power of expertise, passion, and dedication to customer satisfaction in the automotive industry.

In 2023, the Minnesota SBDC Network helped Southwest Region businesses start, manage and grow.

By the numbers:



436

Unique clients served



758

Jobs supported



30

New businesses started



\$13.1M

Capital infused



3,521

Total hours of consulting services



58%

Pre-venture clients



42%

In-business clients

Southwest Region

Small Business Development Center

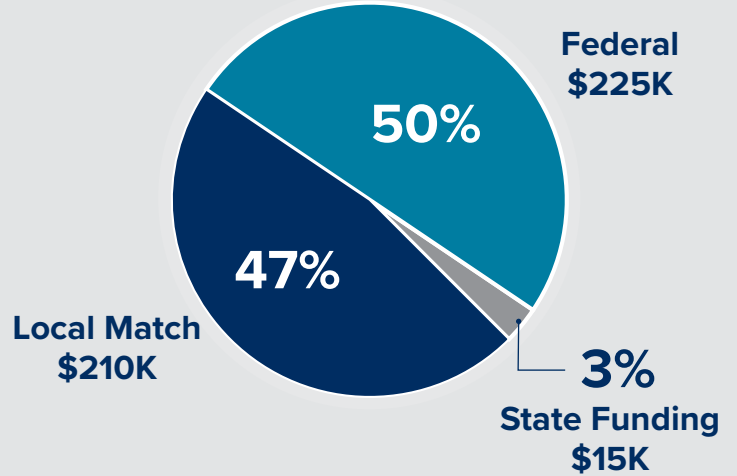


Partners in Success

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 lenders, 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.

2023 Funding



HOST INSTITUTION



SOUTHWEST REGION

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