



**Jeff Casey, owner**  
Beltone Hearing Center  
Erie, PA  
Erie County

**Industry:**  
Medical Equipment Sales

**Year Founded:**  
2008

**Consultant:** Jacob Jones

**SBDC Assistance:**  
Marketing assistance,  
business planning, financial  
projections, forecasting,  
market research,

**Gannon University SBDC**  
Center for Business Ingenuity  
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## Listening to You: Beltone Hearing Center



For over 12 years Beltone Hearing Center in Erie, PA, has been changing lives. By offering high quality products, excellent customer service, and attention to detail, they have set themselves apart in North West Pennsylvania. Since 2013, Jeff Casey has been a part of the team making it happen.

In late 2020, Jeff was approached to purchase the Erie franchise of Beltone Hearing Center. After working there for seven years, it seemed a natural transition. Jeff saw an opportunity to remain in the Beltone network and allow him to continue to serve existing clients while leaping into small business ownership. While seeking advice, Jeff contacted the Gannon University Small Business Development Center to learn more about buying a business.

Shortly after contacting the SBDC, Jeff began working with Business Consultant Jacob Jones. Within a few weeks, Jeff felt ready to move forward and become a small business owner. Jacob and the SBDC helped with business planning, marketing assistance, financial planning, forecasting, and market research.

Jeff officially took over as owner of Beltone Hearing Center in Erie in January of 2021. In a short time, he has already started to expand his client base and continue the exceptional service he has practiced for over seven years. With a new owner, Beltone Hearing Center in Erie is sure to remain for years to come.

Beltone Hearing Center in Erie is located at 4402 Peach Street Suite 2A and more information can be found at [www.beltone.com](http://www.beltone.com).

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