

Bryan HouyOwner, Professional Cycle
814-425-3537
www.procycle322.com/**County:** Crawford County**Industry:**

Motorsports Dealer

Year Founded:

1991

SBDC Assistance:Financial Analysis, Business
Plan, Acquisition Strategy,
and Capital Acquisition**Consultant:** Shane Foster**Additional Partners:**

Northwest Commission

Gannon University SBDCCenter for Business Ingenuity
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Professional Cycle of Cochranton, PA Has New Owner!

Professional Cycle (*Pro Cycle*) is an independent dealer for motorcycles and ATV parts and has developed a strong reputation of being the "to-go" provider for repairing older model vehicles. Pro Cycle has been apart of the Cochranton, PA community since the early 1990s. It has become a fixture for hobbyists from all across northwestern Pennsylvania and Eastern Ohio. It is not uncommon to find a customer who has travels 200+ miles to purchase a part they can't find elsewhere. Pro Cycle has also become one of the largest eBay dealers in the nation as well.

When the previous owner was looking to retire, he looked for someone to carry on this shop's tradition and take care of his customers, who have become like family. But not anyone can walk into this industry, the buyer needed to be very passionate about off-roading! When Bryan Houy got word that Pro Cycle was looking to sell, he immediately jumped into action saw this as a great career change. Bryan has never owned a business and was employed in the medical field. Though Bryan understood the industry from the consumer side, he had no idea about where to start on how to buy a business.



Bryan came across Gannon University SBDC through a friend and heard they provide business consulting services. He attended the First Step seminar, where he gained valuable information on developing a business plan, financial projection, and other important information needed to operate a Pennsylvania business. Post attendance, Bryan recognized he needed more one of one assistance and filed for a Request

for Consultation. Bryan was partners with Crawford County Consultant Shane Foster.

Bryan received technical assistance on how to develop a business plan and financial projections. But more importantly, he received an advocate who worked with him for countless hours to ensure the acquisition was a great fit. His consultant provided the cash flow analysis to make sure the business was a good fit, along with guiding him through the complicated and sometimes intimidating process of buying a business. Bryan was always able to turn to his consultant for help, and he could always count to be directed in the right direction. The SBDC also provided the moral support that is needed when purchasing a business. As most know, fear and doubt always begin to set in, and the process of buying a business is never easy.

The assistance Bryan received lead to him successfully obtaining a loan to purchase the business. He was able to take ownership of the business and keep the original staff. Bryan has been working hard and has seen sales skyrocket as consumers see ATVing as a safe way to get outside and stay socially distant.

Bryan is planning to work with Gannon SBDC and sees the organization as a key economic development agency within the region. He looks forward to working with his consultant on developing a strategic plan that allows him to improve his marketing presence, set financial goals, and establish stronger Human Resource Management.