

SUCCESS STORY: BRADY GET-N-GO

New Ownership Keeps a Community Store Open



Tyler Motsinger’s purchase of the Get-N-Go in Brady means that a popular gathering spot where area residents and tourists can obtain grocery, fuel and other basic services will remain a part of the central Nebraska community.

Motsinger, a native of nearby North Platte, was referred to the Nebraska Business Development Center (NBDC) by a banker in October 2017. He worked with consultant Charlie McPherson, director of the North Platte/McCook NBDC offices, on a business plan and calculating financial projections.

“The store is important to the community as its population is 417 people and they don’t have a lot of other options available,” McPherson says. “The business provides a wide range of items such as fuel, groceries, automotive, outdoor and alcoholic/non-alcoholic beverage products that residents would otherwise have to travel to purchase elsewhere.”

Motsinger, who also works as a conductor and switchman for the Union Pacific Railroad, sees his business as a vital service for Brady and the nearby area. “We’re the only gas station here,” he says. “People would have to drive 12 miles either direction to buy gas.”

The business had been for sale for several years without any buyers and the owner was considering closing it down. Knowing what that would mean to the community, Motsinger stepped up. After working with McPherson for seven months, Motsinger submitted his loan application, business plan and projections near the end of April 2018. In June 2018, he was able to obtain ownership.

Motsinger says his family has a history of small business ownership. “Several generations have all owned their own businesses,” he says. “I guess I always wanted to do that, too.”

Today, Get-N-Go employs five people and is open seven days a week. Its small grocery store and lunch counter are popular in the community, Motsinger says. “It is nice to be able to offer homemade items to people who stop by, and to keep a lot of the foods stocked in the deli and cooler,” he says.

Motsinger and his wife Esther utilize the store’s Facebook page to post current store hours, job opportunities, ticket sales for local raffles, schedules for community events – even videos of fireworks the store sold for the Fourth of July holiday.

He says NBDC provided the business tools he needed to make purchasing the store a reality. “Charlie’s advice was very helpful,” he says. “We grew in sales last year, so we’re happy we worked so hard to keep the store open.”

CONSULTANT: CHARLIE MCPHERSON | LINCOLN | STATE SENATE DISTRICT #42

REPORT DATE

› August 23, 2019

INDUSTRY

› NAICS #447110: Gasoline Stations with Convenience Stores

CONSULTING

- › Business plan
- › Financial projections
- › Loan application

RESULTS

- › Loan received
- › Store purchased
- › Full-time staff added
- › Business ongoing