

Dream Manor Inn – Globe, AZ

Carl and Rebecca Williams didn't know that they were on the road to small business ownership when they set off to visit a town that Rebecca had once lived in.

It was 2004 and Carl and Rebecca had successful careers in Las Vegas. Carl worked as a Realtor and Rebecca worked for a technology company. Carl had previously worked in construction and Rebecca had once owned a small motel in Globe. Little did they know how handy those experiences would come to be.

A friend of Rebecca's encouraged the couple to visit her home, which overlooked Globe from a perch high above town and was for sale. Carl was less than enthused, but Rebecca wanted to show him the view. Ten minutes after arriving, Carl suggested that they buy the 1968 ranch house as a retirement home.

"I told him that he was crazy, and to get back in the car," Rebecca recalled. But Carl was persuasive and in February of 2005, they purchased the home and began remodeling.

The Williamses' retirement home evolved to become the **Dream Manor Inn**, a bed and breakfast inn that now boasts 16 units, 19 rooms and a banquet facility. Since opening in 2006, it has become the place to go for a fancy meal in town, a wedding (the inn has hosted more than 120 in the outdoor garden since opening), or to attend a Chamber of Commerce meeting.

The property has undergone several expansions that added an outdoor garden, long-term rental units with kitchens and a custom 'village' with apartment-style housing that accommodates hunters, tourists and workers on temporary assignment at local companies.

Gila Community College Small Business Development Center Director Ron Nielsen

worked with Carl and Rebecca during the later phase of their project. "Ron has been integral to the success of our expansion," Rebecca said. "He helped us fine tune our business plan to include more realistic goals,



Dream Manor Inn owners Carl and Rebecca Williams

explained SBA lending guidelines and helped us connect with a bank that believed in our project."

Dream Manor Inn has continued to grow, despite the economic downturn. "We filled a niche in the area," Rebecca said. "We've grown every year and we've tripled the size of our business since we started. We feel so blessed, because we don't know a lot of businesses that can say that these last few years."

"We love what we do and the people we meet," she added. "It has been very rewarding."

Rebecca offers this advice to new business owners: "Take a vacation before you get started, because you're not going to get one for a long time," she laughed. "Owning your own business is something that you live and breathe," she noted. "You have to be 150 percent committed to your dream."

FAST FACTS

Dream Manor Inn

Type of Business:
Bed & Breakfast Inn

Owners:
Carl and Rebecca Williams

Address:
1 Dream Manor Drive
Globe, AZ. 85501

Phone:
(928) 425-2754

Website:
www.dreammanorinn.com

Business Began: 2006

Employees at Startup: 2

Employees in 2010: 12

First Year Revenue: \$105,000

Revenue in 2010: \$504,000

Startup Capital: \$1.2 million
Source of Initial Capital: Owner
Investment, Lenders

SBDC Counselor:
Ron Nielsen
Gila Community College SBDC
(877) 224-7232, ext. 27

Gila Community College SBDC



Ron Nielsen
Center Director



Steve Burke
Business Analyst



Rebecca Warren
Administrative Assistant



Gila Community College Payson Campus



Dr. Steve Cullen
Senior Dean
Gila Community College



The **Gila Community College SBDC** is located in Payson and has satellite locations in Globe and San Carlos. Center Director Ron Nielsen and his team served 125 counseling and 54 training clients in 2010.