



Eastern Idaho

Couple sells business to fulfill their next dream

2016



Ferrinsquare, LLC.

Keith and Julie Ferrin
Rexburg, Idaho
Started: 2006

CrazeFunZone.com



“Having seasoned, knowledgeable business people to help us with our future plans and review our decisions was priceless.”

In 2006, Keith and Julie Ferrin bought a historic hotel with 40 apartments and 7 business spaces. With the 2008 recession, many businesses went under. From this came an ambitious Plan B to create a family entertainment center with a laser tag arena, blacklight golf, arcade and restaurant in the space.

The Ferrins met with SBDC consultants for business plan assistance and subsequently received the funds necessary to move forward from The Regional Development Alliance. They made a profit their very first year.

At its tenth anniversary The Craze Fun Zone was doing well and the building was fully occupied. The couple began to put out feelers for selling the building and six months later they had a buyer. “We couldn’t have accomplished so much so fast without the SBDC helping us reach our goals.” They relocated to Hawaii where they now volunteer teaching Hospitality and Tourism and mentor students at BYU Hawaii, helping the next generation reach their goals.



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BUSINESS SUCCESS**