

How Carole Brown Successfully Launched Her Small Business During A Pandemic



Carole Brown
Gold Coast Express Registration
San Luis Obispo, CA



Gold Coast Express Registration is a local California titling and registration service that offers clients the option to take care of their basic DMV needs without the line or hassle of going to the DMV. These services include most vehicle transactions, such as registration renewal, title transfers, license plates, and much more.

Carole Brown is a true entrepreneurial spirit who has found opportunity, growth, and success in launching her new small business shortly after COVID-19 became a pandemic. Carole has been a go-getter from the start. Brought up by two entrepreneurial parents in Burbank, CA, Carole was certain that being '9-5er' wasn't her calling. Unsure of what she wanted to do so she started with what she was good at, dabbling in accounting and business administrative positions.

As a working mother Carole's time and energy were being pulled in two different directions and what she desired most was to be a stay-at-home mother earning a supplemental income. It was at this pivotal moment in her life that her entrepreneurial journey began; her path became clear.

In 1997 Carole launched her first business Medical Billing for Mental Health Counselors and although she never really enjoyed accounting it served her and her family well. It wasn't until recent years that she found her clients starting to fizzle out. With her kids all grown, she set her sights on buying a business with long-term viability. Not ready to retire and motivated to get moving, her son referred her to the SLO Women's Business Center (WBC).

Carole first came to the SLO Women's Business Center in November of 2019. She regularly with WBC Consultant Stacey Aragon, for guidance and mentorship. Before she decided to pursue Gold Coast Express Registration, she wanted to start a doggie daycare with her daughter. She quickly found that these franchises required steep startup costs.

With this idea out of the picture, another idea came to mind. Still working with her previous medical billing clients, she noticed a particular business expense which sparked enough curiosity for additional digging. This business expense happened to be another DMV alternative registration service. And that's when it clicked. This service didn't exist from Nipomo to Paso Robles which meant great opportunity.

Carole was determined to start this business and made huge strides forward in completing the endless application process required by the State of California. By early March 2020, her permit was pending, and she had spent over \$3,000 in equipment and startup expenses. During this time Carole enrolled in the entrepreneurial training program, 'Explore, Design & Launch' where she gained valuable information that helped her complete her business plan. Carole continued to act during the class and through the shelter at home order. She said, "The most challenging part of launching my business was that I was expected to set up an office location and be prepared to open my doors in order to be permitted to open."



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Carole's ability to stay focused, efficient, and organized has further driven the successful launch of her business on

May 3rd, 2020, despite the pandemic. In fact, it didn't faze her, instead she saw this as an emerging opportunity to pivot, and now she is offering her registration service virtually. Carole continues to grow her clientele and is searching for business to business opportunities for additional streams of revenue. Her efficient and organized nature is complementary to the services she provides. She is passionate about offering a hassle-free, quick and easy experience for her clients.

When asked about which WBC services impacted her most in her journey, she had a difficult time choosing. But what stood out to her the most was that her consultants were all genuinely encouraging, knowledgeable and prioritized her best interests first. She said, "I am blown away and emotionally connected to the Women's Business Center and I will continue to be a part of it for the life of my business. It was exactly what I needed; it was a dream come true connecting with the Women's Business Center."

When asked what advice she has for budding entrepreneurs she shared, "Hard work. Work hard, invest your time into it and educate yourself."



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