Shandy Hanks Moran
Regional Director
Liara Bratan
CARES Support Specialist

Wolf Point Regional SBDC

Conroy Care Assisted Living Facility

Circle, MT



"The SBDC has been a lifeline. Without their financial assistance and guidance, we would not have been able to start our business."
Beth Conroy, *Owner*

Beth Conroy has been a nurse for 27 years. Working in numerous specialties from short term care, long term care and hospice. Beth and her father Eddy Beery shared a dream of opening an assisted living facility to keep residents in the community as there currently was not a facility within a 60-mile radius. In 2012 they started working towards their goal, Beth approached the MTSBDC for financing assistance and business support. After several years of working on the plan, Beth and Michael Conroy were able to achieve their dream and opened Conroy Care Assisted Living Facility. The facility is located in Circle, MT and can house up to ten residents. Beth dedicates the majority of her time to the facility, which allows residents to stay in the community they have always known. The residents have a lively schedule with weekly activities such as karaoke, piano, card games and cooking classes.

Shandy Hanks Moran, Wolf Point SBDC Regional Director at Great Northern Development Corporation, helped Beth with her business plan, financial projections, cash flow analysis, and market research to evaluate feasibility. Beth was ultimately able to secure a commercial bank loan as well as financing through Great Northern Development Corporation.

With the help of the Great Northern Development Corporation and the SBDC, Conroy Care Assisted Living Facility was able to obtain a total loan package of $300,000. Conroy Care employs one full-time and five part-time positions.