Ryan Loomis, MBA
Regional Director
Josh Bennett
Business Advisor/COVID Specialist

HELENA COLLEGE
University of Montana

Helena Regional SBDC

Sorensen Plumbing & Heating

Helena, MT



"Opening a business is scary because there are many unknowns. Ryan helped us through the process and helped us think of many things that we wouldn't have. As far as my skills in the plumbing and heating trade I am very confident, but I didn't have any experience running a business and Ryan helped us through the process and with what to expect after we opened."
John Sorensen, *Owner*

Having previously worked for other businesses and deciding that he had the skill set to operate his own business in the Helena community, John Sorensen began the process of becoming his own boss. John's desire was driven by the opportunity to make his own decisions, choose direction and adapt to the changes in the plumbing and heating trade. Knowing that he wanted to create a reliable and community-driven business with his 20 years' experience, John turned to the Helena SBDC for assistance.

John wanted to ensure that everything was in good order before exiting his current position for full-time business ownership. Ryan Loomis, Helena SBDC Regional Director, worked with John to set up a business plan, develop financial projections, and build an operations strategy. They worked together to focus on the type of plumbing that John liked to do and developed a marketing strategy designed to attract the proper customer.

The assistance Ryan provided, allowed John the confidence in pursuing his own business venture with an emphasis on safety, trust, craftsmanship, and community building. Sorenson Plumbing was able to have a successful first year during the Covid-19 pandemic. John was able to produce enough revenue to support himself and his family while also providing sponsorship for his nephew's soccer team. Thankful for a busy year, John focused on the community. He transferred his success with Sorenson plumbing into community focused projects by making donations and donating labor for various community events. John believes that the best part of owning his own business is the ability it affords in helping his community thrive.