406 Custom Auto & Sound

Havre, MT

With extensive experience in the sound industry, Willie recognized an opportunity to take his expertise to the next level and pursue his dream of entrepreneurship. In April 2021, he founded 406 Custom Auto and Sound. After successfully operating the business for three years, Willie and Valerie identified a growing demand within the state for portable production, sound, and stage equipment. To meet the demand, they expanded their services to include equipment rentals and support for musical performances, festivals, weddings, proms, and other events.

To ensure their vision was a success, they sought help from the SBDC to develop a business plan and financial projections. Additionally, they needed assistance with financial management, creating a solid plan for budgeting, funding, and cost analysis to ensure stability during the expansion. By partnering with the SBDC, Willie and Valerie gained access to professional advice, valuable resources and a robust support network, enabling them to successfully grow their business while minimizing risks.

Thanks to the Montana SBDC, 406 Custom Auto and Sound created four full time jobs and obtained financing through Bear Paw Developments revolving loan fund. By expanding their business, they are now one of only six portable sound and stage companies in the state of Montana. With all the support they get, Willie and Valerie like to give back to the community by sponsoring events and soccer teams.

“Thanks to Willie and Valerie, Havre has a new industry to be proud of. From repurposing an old building in downtown, to creating new jobs in the community, I know that 406 Custom Auto and Sound will reach success,” stated Joe LaPlante, Regional Director.



“Working with Joe and the SBDC was a smooth easy process. The SBDC made sure we had everything we needed for our financing package.”

Willie and Valerie Madril, Owner

BEAR PAW DEVELOPMENT CORPORATION

Joe LaPlante Regional Director