

# SUCCESS STORY

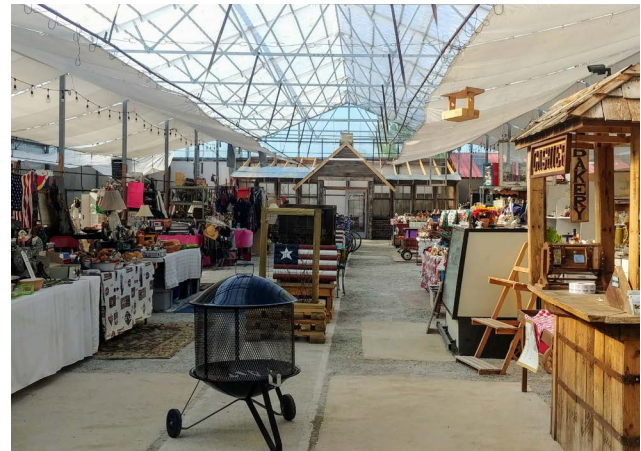
## FINDERS KEEPERS COUNTRY MARKET

After creating a flea market from the ground up for someone else, Renee Weiss realized she could do it on her own and set out to create Finders Keepers Country Market: a year-round farmer's market that holds special events and provides venue space for crafters to sell their products.



Determined to create a solid foundation before opening the business, Renee approached her local Small Business Development Center (SBDC) at Kent State University. She connected with SBDC advisor Holly Bolinger, who guided her through writing an updated business plan with new revenue estimates and expenses.

Together, Holly and Renee improved the market's social media presence and financial planning. Additionally, the alliance with Kent State allowed the SBDC team to provide teams of students to assist with creating flyers, marketing special events, performing specific area research, and updating the market's website. The work the students did helped the market gain awareness and expand both traditionally and online.



*"Renee is extremely creative, and suggestions have been adopted quickly and efficiently," Holly said.*

Finders Keepers Country Market has now been in business more than three years. What was originally a weed-filled plot of land with tattered remains of a greenhouse is now a prime agricultural site with a newly restored greenhouse that includes a classroom available for rent.

Renee expanded the venue space to 12,000 square feet of consignment and vendor spaces. There are also a couple of acres where she grows berries, vegetables, curly willows, and wildflowers for sale.

The SBDC has been there behind the scenes for Renee every step of the way and will continue to be a resource for Renee as she continues to expand her business.

**To learn more about Finders Keepers Country Market, visit [finderskeeperscountrymarket.com](http://finderskeeperscountrymarket.com).**