

SUCCESS STORY

SECURTEX

In 2016, Eric Hulsman created Securtex to help deliver high-quality security solutions at an affordable price. Securtex provides security cameras, recording equipment, and wiring and installation services to contractors nationwide.



While in a networking group called H7 Connect, Eric discussed the struggles he was having with his company – specifically, low sales and profit, problems with target markets, and differences with his business partner. He was unable to draw any pay from his company, and he felt pressure to shut down the company.

Miami Valley Ohio Small Business Development Center Director (SBDC) Mark Lankford also was in H7 Connect and connected with Eric afterward to see what he could do for him.

Mark encouraged Eric keep the business alive and discussed strategies to make it happen, such as focusing on government contract work, finding cheaper office space, and amicably ending the relationship with his partner.



“Mark and the SBDC has been an invaluable resource to me and my business. We started almost six years ago and struggled our first few years,” Eric said. “Mark has advised me and connected me with people who are essential to making my business a success.”

Eric’s previous experience, combined with the strategies Mark suggested, drove Securtex to win a couple of large contracts, boosting his annual revenue from about \$46,000 to well over \$1 million.

The new revenue allows Securtex to thrive. There is lower overhead, and Eric was also able to help his former business partner find a new job with another H7 network member. The company is now in a position to retire some debt and allow Eric to draw pay from his venture.

“SBDC should be one of the first contacts to make for anyone who is starting or thinking of starting a business,” he said.

For more information on Securtex, visit securtex.com.

