



Silverlake Driving School

Owner: Patty Reese

5402 Broadway

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Web site: www.silverlakedriving.com

Patty Reese first came to the San Jacinto College Small Business Development Center (SJC-SBDC) in May of 2007. She was doing all of the right things to prepare herself for the business. She was working at a driving school and taking classes on her own time to become a certified driving instructor. Patty even started her own business plan, but she was frustrated with trying to express herself, even though she was actually doing a great job. Her plan just needed some organization and focus – that is where the SJC-SBDC came in.



Patty was a quick study. She quickly divided up her information into paragraphs for better readability and instead of using her own observations; she did some research of the facts and included them. She also integrated her demographics really well into her first plan, even though she eventually was forced to look at another location (her current address at 5402 Broadway) in Pearland. She got new data and moved on. The business plan was her baby and she really nurtured it.

Her counselor at the SJC-SBDC was the director of the center. He assisted with amortization sheets and general business injections as the plan progressed. Patty settled on a modest start, so the amount would not be a burden and cash flow could add the rest of the amenities as time went on.

Finally, the director helped her finish the plan and enter it into Business Plan Pro®. The software really presented the information neatly and succinctly. The writing of the final draft was deftly completed by Patty. She possessed a well thought-out plan and the experience to move forward.

She opened the business like a lot of people do. She and Garland, her husband, decided the opportunity was so great that they used their own money to get started. Seven months later, Silverlake's classes are full. She has hired a full time receptionist pictured above, Adreanna Rhodes. The receptionist is key to the operation as she is efficient and bilingual. They also added a truck for the driving portion of the classes. Garland is certified as an instructor and they are planning another vehicle purchase in the near future.

The Silverlake Driving School offers Teen and Adult drivers education, Defensive Driving, and Drug and Alcohol Awareness classes. These services were added not to necessarily make a profit, but as a means to give something back to the community. The school is ahead of projections and about to join the Pearland Chamber of Commerce. Other services are being contemplated for the upcoming school season. The future looks bright as the school continues to grow and the buzz at the local high schools continues. Congratulations, Patty!