

# Minority Business Week

## Boulevard Motors Doubles Up: A Real Success Story

Boulevard Motors opens up a new location at the south end of Martin Luther King Jr. Boulevard. In as much as 2 years, Daryl Garner has gone from three cars on one lot to two owner-occupied lots that will house up to 100 cars. It has been an up-hill battle for the young minority entrepreneur.

In the early months of 1997, Daryl acquired a small car lot located at 7062 NE MLK Blvd. Getting the lot was only half of the battle because now it is needed to be furnished with cars. Daryl opened his lot with three cars and Boulevard Motors was born. The struggle to build lines of credit and accounts to purchase more cars was a great one, but well worth the effort. "I remember being at the Lloyd Center one day and a guy asked me what I did for a living. I told him about my new car lot. He said, 'Where is it?' I told him that it was on MLK and Morgan. After he pondered for a while, he said, 'Oh, that lot with two cars on it.' That was my first name recognition."

After several months of slowly building his business, Boulevard Motors was up to 30+ cars on the lot and able to at least pay for itself while putting a little money into the owner's pocket. "This is a tough and expensive business. Many times I asked myself if this was the right business for me. I believe in this dealership and the opportunity it is giving people



Boulevard Motors



Boulevard Motors Friendly Staff.

in the community to buy cars."

In late 1997, another minority entrepreneur in the Portland area, Larry Jackson

Jr., joined forces with Daryl. Larry owns West Coast Promotions, Inc. - a specialty advertising company that sells promotional products. Larry brought sales and ad-

vertising experience to the growing Boulevard Motors. Through advertising and a strong belief in customer service, sales began to increase and the decision was made to try to attain another lot.

Boulevard Motors II (located at 1900 MLK Blvd.) was purchased in August and opened soon after. The focus of Boulevard Motors II is used cars that range from \$6000 to \$15,000 with a few up to \$30,000. They offer financing, warranties and take trades. "We are very aggressive in dealing with customers with damaged credit. If you have been working for over a year and have a decent down payment, we'll find a way to get you financed," said Larry. "We are interested in rebuilding your credit, so you can do other things like buy a house."

If you need to start with a more inexpensive car, you should see Ron Smith at Boulevard Motors (7062). Ron Smith is out of Atlanta where he owned a small dealership. He runs the lot that houses cars from \$1500 to \$5999. "These are great cars for the person with previous poor

credit trying to get reestablished, or with no credit at all and not a large down payment," claims Ron. Between the two lots, you will find an ample variety of import and domestic cars including BMW, Mercedes, Toyotas, Lexus, Jags, Ford, Pontiac, Cadillac and others.

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# BOULEVARD MOTORS

Grand Opening Coming Soon

1990 Infiniti Q45  
\$9,900

1900 NE Martin Luther King Jr. Blvd.  
Portland, OR. 97212 (503) 287-9070

1994 Mercedes E320  
\$26,500

1992 Ford Explorer  
\$8,999

7062 NE Martin Luther King Jr. Blvd.  
Portland, OR. 97211 (503) 735-4757

1996 Pontiac Grand Am  
\$8,999

1992 Mitsubishi Diamante  
\$7,999

1992 Cadillac Eldorado  
\$11,999

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1995 Dodge Neon  
\$6,999

1990 Volvo 740GLE  
\$6,999

1990 Acura Legend  
\$7,500

1985 BMW 3181 \$2,999

1987 Honda Civic \$3,500

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