

HAWAII SBDC SUCCESS STORY - O'AHU CENTER



CORE Sports Physical Therapy & Orthopedic Rehabilitation

Dana Fong-Reyes and Shaun Reyes are the owners of CORE Sports Physical Therapy & Orthopedic Rehabilitation. Hawaii SBDC -Oahu Center has been working with the Dana and Shaun since 2014 to assist them in the acquisition of the business. In late 2015, the acquisition was completed. In 2016, they expanded the business with renovations to their current location and are seeking opportunities to either further expand at their current location or possibly open another rehabilitation facility in Kapolei. Dana and Shaun are skilled physical therapist who have developed a solid client following due to their excellent client service and warm personalities. They have also established sound referral sources due to their reputable service and credentials.

The Hawaii SBDC was fortunate to work with the Reyes to provide assistance and guidance from the beginning to the acquisition of the business; review of the valuation report, work as a liaison with the lender on the possible financing, assist with their business plan and projections and assist with the seller financing. Dana and Shaun worked tirelessly on their business plan, projections, negotiations of the purchase, etc. to become entrepreneurs.

Today, Dana and Shaun have grown the business successfully on the solid foundation they built with the knowledge gained from their time and efforts in crafting their business plans and projections. They are now able to expand with confidence and the Hawaii SBDC will be there to assist them when needed.