



## LAKESHORE TITLE: ENSURING CORPORATE GROWTH

Buying property can be a daunting experience. With so many steps, tasks, and requirements, it is easy to become anxious about making an expensive mistake. That's why Lakeshore Title in Rolling Meadows, IL, has been providing title insurance and peace of mind to both borrowers and lenders in the real estate market for over 20 years. Lakeshore Title co-founder and company president, Min Bowler, had been looking to improve the company's marketing strategies, materials, and website when she first heard about the free services being offered by the Next Level Northwest (NLNW) Business Accelerator Program.

## SETTING UP FOR SUCCESS

With nearly three decades of experience, Bowler had opened new offices in Rolling Meadows and had reached out to Martha Corner, City Business Advocate, about how to get more involved in the city's business community and to inquire about purchasing a street banner to promote Lakeshore Title. Corner recognized that Lakeshore Title would be an excellent fit for Next Level Northwest and discussed the idea with Bowler. Upon hearing about the program's numerous free benefits, Bowler quickly signed up to make her case at NLNW's Pitch Night for local businesses.

## CONNECTING WITH A LOCAL EXPERT

With a clear understanding of exactly what areas of her business were in need of improvement, an abundance of past industry experience, and an open mind willing to seek guidance, Bowler made a compelling case to NLNW's panel of judges. Her desire for clear and open communication coupled with an honest assessment of Lakeshore Title's pain points proved decisive. The pitch panel awarded Lakeshore Title a spot in the free 12-week business accelerator program. As part of her onboarding to the program, the NLNW team completed an in-depth assessment of the company's needs.

Bowler was paired with Jeff Williams, a professional business coach as well as the founder and CEO of BizStarters, a leading entrepreneurial training and coaching firm. Williams had been vetted and hand-selected to work with Bowler for the duration of the NLNW program and he immediately set to work learning the ins and outs of Lakeshore Title.

**FIVE** JOBS  
CREATED

**120%** REVENUE  
GROWTH  
AFTER COMPLETING PROGRAM

Next Level Northwest has been a phenomenal experience for us and our **SALES REVENUE HAS INCREASED TREMENDOUSLY.**

Min Bowler, President of Lakeshore Title

## PREMIUM RESULTS

Williams understood how busy Bowler's schedule was and worked with her to figure out how to get the necessary information in the shortest amount of time possible. Their mutual flexibility allowed them to work with each other's schedules, using email and phone conversations when necessary and in-person meetings when possible, and even creating a core team consisting of Bowler, Williams, and two key employees at Lakeshore Title to assist in implementing new strategies and materials. While Bowler was initially concerned about not having enough time for the program, she appreciated Williams's efforts to be efficient and to keep everything on schedule.

Over the course of the program, Williams guided Bowler in further developing the company's marketing strategies, business material, and website to deliver a more streamlined, professional image in line with the true acumen and collective expertise of Lakeshore Title. By the end of the program, Bowler was elated with the results. "We've always been a group of dedicated professionals and one of the top agencies in the state, and now our image in the industry is finally reflective of that fact," said Bowler. "Lakeshore Title has hired four new people and we're looking to hire a fifth, we've increased our sales revenue by 120%, and our first-half sales revenue is 80% of everything we made in all of 2019." When asked if she would recommend other companies apply for the NLNW program, Bowler stated, "Absolutely. It has been a phenomenal experience."

## ABOUT NEXT LEVEL NORTHWEST

Next Level Northwest is a not-for-profit business accelerator program that supports existing local businesses. The program was founded by five Northwest Chicagoland municipalities—Elk Grove Village, Hanover Park, Hoffman Estates, Rolling Meadows, and Schaumburg—as a public-private partnership to support regional and local businesses through collaborative and innovative initiatives to help grow local economies. To learn more about Next Level Northwest or to submit an application for your company to join the next class of companies in the business accelerator program, visit [www.nextlevelnorthwest.org](http://www.nextlevelnorthwest.org).

## THE PATH TO SUCCESS STARTS HERE



To get started, visit [NextLevelNorthwest.org](http://NextLevelNorthwest.org) and/or contact your local Economic Development Director for more information.

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