

A close-up photograph of a person's hand pointing at architectural blueprints on a desk. Another hand is holding a pen over the plans. A laptop is visible in the background, and the scene is lit with warm, golden light. A semi-transparent green box is overlaid on the left side of the image, containing text.

Crossing the Bridge to Brick & Mortar

Presented by Alyshea Gow
Owner/Interior Designer of
Feather Your Nest Interiors

Planning the Process



DREAM



DESIGN



BUILD

Dream

- Founded in 2010 by Sharon & Dennis—their DREAM
- Borrowed initial small loan to buy inventory
- Used personal savings to live off of for the first 8 months
- Rented the first initial space of 1500 sq ft for \$800.00/month with 3 months rent free for cleaning, designing, carpeting ourselves
- As space became available over the years we expanded the store into connecting buildings by working with our landlord and rent increased
- 2015 we had 3 connected store fronts
- 2017 added an additional 4th storefront
- 2017 Sharon & Dennis retired and sold the business to me, Alyshea Gow, as the 2nd generation owner
- 2020 I started looking for a building to buy—my DREAM

Dream

- 2021 put in an offer on another building downtown and did not get it. Looked extensively at all commercial spaces that were for sale.
- Networked with community members and finally came across a building that met all the right criteria to purchase but it wasn't for sale.
- Found out who the owners were and approached them. Made an offer and the offer was accepted.
- Did not use a realtor as I personally knew the owners of the building and worked out a deal.
- Made contact with banker to get funding
- Researched City and State Grants and other funding sources

Design

- As an Interior Designer I had a vision for the space
- My building needed to feel like me and making sure my clients feel welcome and comfortable designing with me
- Now I am in full control of my destiny and my business' future
- Gained confidence and trust with community and other business'
- Huge improvement to a historical downtown building

Build

- Renovated the main floor in 4 months to continue to provide services without interruption
- Received \$35,000 in forgivable loan from City
- \$50,000 loan for renovations at a lower fixed rate that was paid off within the first year
- Mortgage is a 5 year fixed rate with 20 year arm
- Goal is to have mortgage paid for by the end of 5 years— aggressive to retire debt quickly and continue to grow cashflow
- 2022 received our local Historical Preservation Award
- Phase 2: Renovate 2nd and 3rd floor into apartments

Renting to Owning

- Renting is safe
- Owning is empowering and freeing
- To own you must have the following criteria:
 - A business plan with projections (niche business) or a strong existing business with past performance data in order to secure traditional financing
 - You must have a good relationship with your financial institution
 - You must be a good borrower
 - You have to want to grow your business and work at it 24/7
 - You have to be willing to maintain your building
 - You have to be willing to take risks
 - You must have family and community support

Funding

- Traditional Bank Loans
- SBA.gov
- Local City Government Grants and Loans
- Local Chamber of Commerce
- State Grants
- Personal Savings

Pillars of Success

Have a niche
for your
business

Strong
financial
acumen

Work Hard
24/7

Retire Debt
quickly





Thank you

Alyshea Gow, Owner/Interior Designer

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