

The Home Motel

"After You Roam, Stay at Home"



A "2nd Dollar of Profit" was presented by the Southeast Enterprise Facilitation Project (SEFP) to Dale & Susie Buck.

COMPANY: The Home Motel

OWNER: Dale & Susie Buck

LOCATION: 361 South Nebraska Street, US 81

PHONE/WEBSITE: (605) 425-2828

<http://www.home-motel.com/>

NUMBER OF JOBS: 1 full time and 2 part time

BACKGROUND: This family relocated to Salem, purchased The Home Motel and have been working on the business, updating the amenities and offering a "home-like" overnight stay. They offer: 15-clean rooms, triples, doubles, and singles, easy access for trucks and motorcycles, cable TV, air-conditioned rooms, no pets, and are open year-round.

ASSISTANCE REQUESTED: Business Plan

RESULTS: A retained business

QUOTABLE: *"It was so good to connect with the SEFP, who in-turn connected us with Quick Book Classes and helped us in other ways to enhance our business. The opportunity of bouncing ideas off another, who has worked with many businesses, helped us to create a better marketing plan and we are thankful everything is working as planned."*

