

2007 Emerging Business of the Year



Name of Business	JC Mortgage and Title Company
Owner	Brenda Gentry
Nature of Business	Mortgages and Title Insurance
City	Junction City, KS 66441
County	Geary County
Phone	785-238-3604
Web Site	www.jcmtitle.com
Business Structure	Limited Liability Company
Business Began	2005
Employees at Start Up	2
Employees in 2007	3
KSBDC Counselor	Chad Jackson, Washburn University KSBDC Staff

The KSBDC assisted JC Mortgage and Title Company to get started and grow, including:

- **Workshops and Seminars**
- **One-on-one counseling**
- **On-site visits**
- **Finding capital**
- **Business plan assistance**

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Brenda Gentry founded JC Mortgage and Title Company as a newcomer to the United States and in a highly competitive market. Her company was initially in the red, but Brenda added title insurance in January 2006 and sales have blossomed. To become licensed in title insurance, JC Mortgage and Title Company had to employ at least two individuals with title insurance experience and amass \$50,000 in assets. "These two years haven't been easy. I had the faith that God has given me not to give up," Brenda explained. Her services are now regional, with 80% of revenues from beyond Junction City.

Brenda worked with the KSBDC at the very early stages of her business. Her consultant gave her guidance on her business plan, helped her find funding and introduced her to the "HyperGrow Your Business!" program. Brenda says that the classes helped her stay focused, gave her the opportunity to listen to other business owners and helped her realize that she could succeed. That is the lesson that she shares as a motivational speaker for students in the community: that "you can make it!"

Brenda truly embodies social entrepreneurship. In addition to her busy life as a business owner, licensed RE/MAX realtor, wife and mother of two girls, she is a minister and the leader of the International Ministry at the Living Word of Christ Church, which is sending a twenty-foot container of clothing and gifts to children in Kenya. Brenda is the founder and executive director of SIMBA, "Safe in My Brother's Arms," a non-profit organization that has fed and clothed over 1,000 children in Kenya and which is funded by commissions from Brenda's real estate sales. Brenda feels blessed that so many people in her community wish to participate in her philanthropic efforts. Brenda always "believed that God would see me through. It takes faith."

