



12 GREAT REASONS TO START A SMALL BUSINESS





Becoming an entrepreneur is a big decision. Most aspiring small business owners who reach out to Trenval want to make their dreams a reality but are understandably a little apprehensive about making the leap. We completely understand the anxieties that arise when it comes to small business ownership, but there are definitely plenty of perks as well!

Read on to discover the top reasons why starting a small business in Belleville, Quinte West, Stirling Rawdon, Tyendinaga Township, Tyendinaga M.B.Q and Deseronto can be a great career and lifestyle choice. Then, feel free to contact Trenval to discuss your small business ideas and decide whether entrepreneurship is the right choice for you!

1. CONTROL OVER YOUR CAREER AND LIFESTYLE

Have you ever felt like you didn't have control over your career? Perhaps your job is seasonal and you never know whether you'll be hired back the next year, or maybe you simply don't see a future with your current company or position. Whatever the case may be, entrepreneurship provides a solution: as a small business owner, you have the ability to build the career and lifestyle that you want. You don't have to settle for a job that doesn't give you any control over your future. Owning a small business puts you in the driver's seat!

Note: this book should be used as a helpful guide, but should not be considered as a replacement to appropriate legal and accounting advice. Trenval accepts no liability for errors or omissions contained within this publication.

2. BEING YOUR OWN BOSS

Speaking of the driver's seat, nothing compares to being your own boss. True, it can come with some additional responsibilities like recruiting employees and pursuing sales to ensure that your company is profitable. However, for the right type of person, working for yourself can be incredibly rewarding. If you find yourself wondering what it might be like to not report to anyone else, or to lead others rather than being managed, consider starting a small business. Reach out to our experienced Trenval team to discuss your options.

3. GETTING INVOLVED IN YOUR COMMUNITY

As a small business owner, you often become known as an integral part of your community. Whether you open a restaurant that attracts locals for Sunday brunch or you launch a marketing company with the aim of helping other businesses become more successful, you and your small business might just get recognition as a neighborhood staple.

Feeling a sense of belonging can truly make your town feel like a home. Countless entrepreneurs claim to experience a deeper connection to their communities after starting their small businesses. For instance, they get to know people throughout town on a first-name basis, give and receive mentorship to other business owners, and create lasting and meaningful relationships.





4. CONTRIBUTING TO THE LOCAL ECONOMY

More than just building stronger community ties, you'll also help to create a heartier local economy by starting a small business. The Government of Canada reports that in 2014 alone, small businesses contributed roughly 41.5% of the province's gross domestic product (GDP). Areas with more small businesses tend to be more financially successful for many reasons such as:

- Companies tend to buy supplies locally, which puts money into the hands of other local businesses and the families or individuals who own those businesses
- When people shop at nearby small businesses, their tax dollars funnel back into the local area—tax dollars that can go toward schools and city infrastructure!
- Groups of small businesses and restaurants can create a vibrant cultural hub that lures tourists and/or increases real estate values

By starting a company, you can help to ensure that your local economy remains strong.

5. JOB IMPACT

Every small business needs a workforce and most of the time these positions are filled by locals. As a successful entrepreneur, you could potentially be responsible for providing essential employment opportunities in and around your rural area, where jobs can sometimes be few and far between.

6. CULTIVATING A FAMILY ASSET OR ROUTE TO RETIREMENT

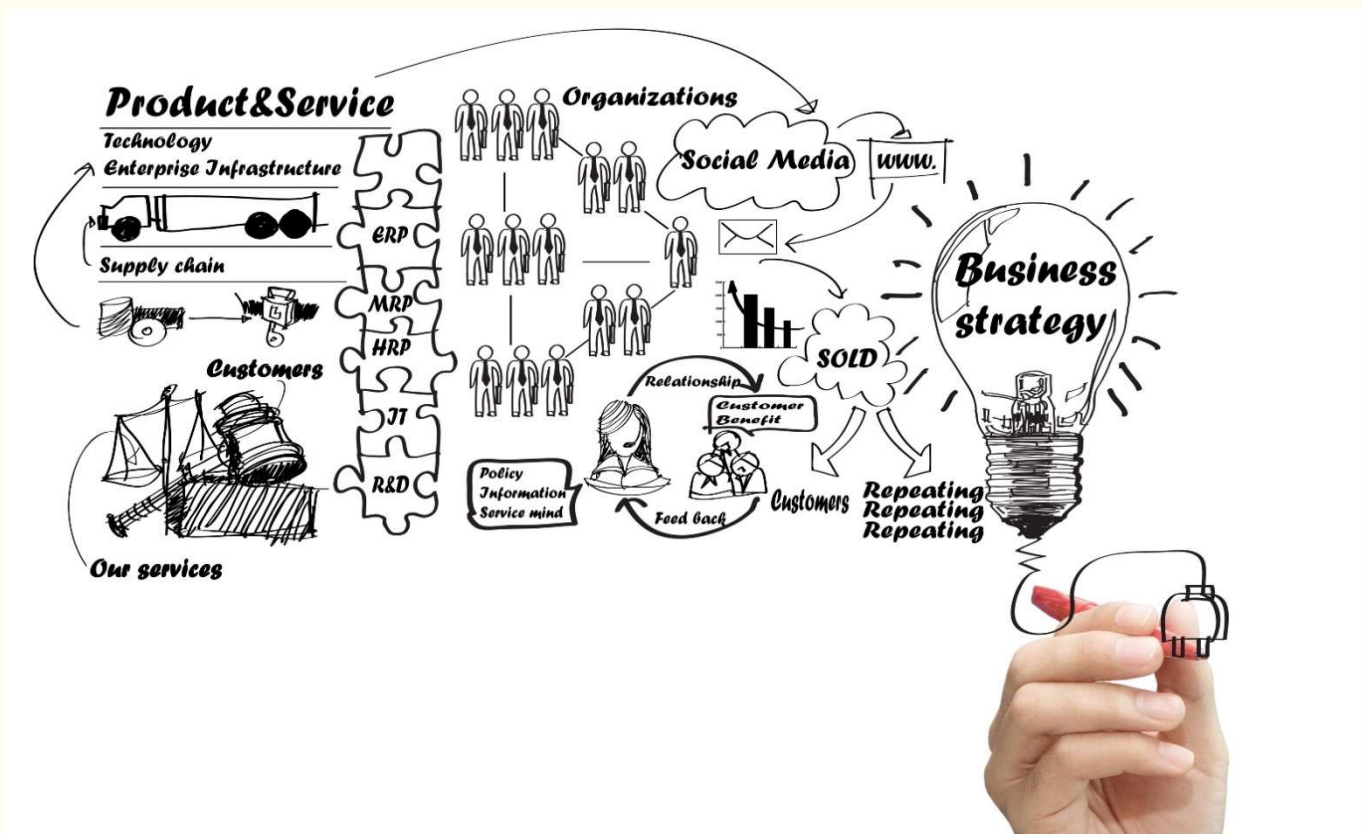
As an entrepreneur, you have the opportunity to create a family-owned business to hand down to your children and grandchildren—providing a ready-made career path and valuable asset that can accrue value.

If you don't have children or your kids do not want to go into the family business in the future, no problem. You can sell your small business to another entrepreneur in the community and rest assured knowing that you have contributed to the next generation of small business owners... not to mention that the funds accrued by the sale may make for a nice retirement package!

Tip: being financially successful starts with having the right mindset!

7. ENJOYING A LOWER COST OF LIVING

Residents in Belleville, Quinte West, Stirling Rawdon, Tyendinaga Township, Tyendinaga M.B.Q & Deseronto enjoy a much lower cost of living than busy urban areas. For example, the median house cost in Belleville is around \$367,000 compared to approximately \$800,000 in Toronto. That's a significant difference! Overall, starting a small business here can translate into more money in your pocket and a slower, quaint way of life—all while being your own boss and building a rewarding career.





8. DEVELOPING A VALUABLE SKILLSET

If you crave a career path that will encourage you to develop new skills and get outside of your comfort zone, look no further than small business ownership. Entrepreneurs wear a lot of hats, from salesperson and marketer to team leader and brand representative. Although this means sometimes learning on the fly, it also translates into increased problem-solving abilities and a very powerful set of business skills. These skills can help you to become a more successful person and stronger leader.

9. REMARKABLE BUSINESS SUPPORT

In addition to the exceptional resources and support you will receive from Trenval and its QBDC partners, there are a number of other organizations across the province that can provide guidance and other targeted assistance as you build and grow your business.

Our mission is to provide you with every possible avenue for success in your endeavours and we are happy to point you in the right direction for additional support.

For example, Futurepreneur is a national non-profit organization that provides funding, mentoring and tools to aspiring business owners aged 18-39.



10. PLENTY OF TAX CREDITS AND FINANCIAL INCENTIVES

The government provides a slew of incentives and tax credits to small business owners.

To find out what is available, checkout www.innovation.canada.ca

11. CUSTOMIZING YOUR WORK SITUATION AROUND DISABILITIES OR HEALTH CONDITIONS

Although entrepreneurship can be ideal for anyone, it can be a particularly appealing option for individuals with disabilities or chronic health conditions. Owning a small business allows you to create a customized schedule and environment that fits your particular needs, not to mention the ability to work from the comfort of your home.

12. OTHER PEOPLE JUST LIKE YOU HAVE BUILT SUCCESSFUL SMALL BUSINESSES

Maybe you're thinking, "starting a small business is a pipe dream." Don't let self-doubt convince you that you can't become an entrepreneur—others just like you have built successful companies! Read some local success stories on our Trenval website. And remember, you won't be alone on your entrepreneurial journey.



SO, WHAT ARE YOU WAITING FOR?
CONTACT TRENVAL TO SEE IF
STARTING A SMALL BUSINESS IS RIGHT FOR YOU!

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