

2006 Emerging Business of the Year



“The KSBDC has been a tremendous help in the growth and development of our small company. Our thanks go out to Linda Sutton for her ideas, suggestions and kind words.”

***Dave Rose, President
Mid West eServices, Inc.***



Cloud County Community
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Name of Business	Mid West eServices, Inc.
Owner	Dave, Susan, Chris & Brian Rose
Nature of Business	Internet based real estate marketing
City	Salina
County	Saline
Phone	785-827-4799
Web Site	www.mweservices.com
Business Structure	Sub S Corporation
Business Began	April 19, 2003
Employees at Start Up	1 – Dave Rose
Employees in 2006	12
Net Worth in 2005	\$57,868
2006 Net Worth Forecast	\$102,497
Start Up Capital	\$5,000
Source of Initial Capital	Personal savings
SBDC Counselor	Linda Sutton

How do you show the world what rural Kansas has to offer? Dave Rose has built an emerging business that provides just that. Mid West eServices uses eBay as a forum to bring property sellers and prospective buyers together. Prospective buyers are given an accurate picture of Kansas and the real estate by viewing a web page, digital images and extensive narrative, all from the comfort of the buyer's computer.

Mid West eServices builds web pages that link directly to eBay and LoopNet, a website primarily for commercial property sellers, developers and real estate investors. However, Rose provides more than just the marketing of the property, he also paints a picture of the community, environment, quality of life, low operational costs, and wonderful Midwest work ethic. Focusing on the many positive features offered by rural communities of Kansas brings new people and jobs to the “micropolitan” areas of the Sunflower state.

Dave, a licensed real estate agent, started his business from a home office in 2003, by selling an old school building in Gaylord, Kansas to house a business. Soon Dave's wife, Susan, was involved in the bookkeeping and his two sons, Chris and Brian, moved back to Salina to handle the IT and web challenges. Rose has been able to capture this unique market niche by listening to what sellers want, using innovation and technology, offering lots of information and affordable cutting edge services.

“Listen to customers' needs and then provide them with more than they ask for.”

“Opportunities are everywhere, just keep your eyes open and ear to the ground.”

Because no other company in the country was offering this level of information in real estate advertisements, the need for these services grew not only in Kansas but in other states as well. Rose had to begin looking at adding more employees and expanding into a larger facility. They now employ 12 people, which include 9 licensed real estate agents in 3 states (Kansas, Oklahoma and Colorado).

The interest in Mid West eServices concept has been great for the Kansas rural economy and rural business development. They have helped bring companies such as Cencast, Connoisseur Worldwide, Inc., Tipton Academy, Meadowlark Academy and many others to Kansas. The company has been interviewed for use in case studies, book publications, television, radio and many news articles.

Rose began looking at facilities for the expansion. Fate stepped in and Mid West eServices has a new home in the Hawthorne School building in Salina, Kansas. Isn't it only fitting that since Mid West eServices got their start in real estate due to a sale of a school, that the company will now be housed in a school building?