

# Second Time Around Sports

Whitehorse

Started: Bought in 1994

Contact: Beth Ellis

Second Time Around Sports is primarily a consignment store for used sporting goods. Recently, owner Beth Ellis added a line of new Raleigh bikes and Chariot Carrier bike trailers. Beth works at the business full time with some part time help from her daughter and other students.



**Getting started:** Beth bought Second Time Around Sports when it was almost two years old. The original owner provided a lot of useful advice and Beth received five months of self-employment assistance from Employment Canada which provided an income while she learned the remaining ropes. Beth was attracted by the recycling aspect of the business and the opportunity to be her own boss.

**Key to success:** Beth has built a positive reputation by providing consistent service and making sure the used equipment she sells is in good shape. As most items are sold on consignment, her money is not tied up in her stock. Beth has kept her overhead down by doing her own bookkeeping and running the store herself. Her Riverdale location means her rent is lower than it would be in downtown Whitehorse.

**Lessons learned:** To secure a more stable income, Beth decided to bring in a line of new bikes and bike trailers last year. This has increased the spring and summer part of her business. To keep the store well stocked, she must constantly encourage people to bring in their old gear.

**Future of business:** Beth is not planning on any significant changes to her business. She is comfortable with the living the store provides and does not expect it to ever do more than that.