

GoFasters

Powersports & Marine

RLF Business
Spotlight

Ortonville
Minnesota

Growing up in a family of entrepreneurs, Dustin Roggenbuck always knew he wanted to own his own business someday. After working in parts and sales at GoFasters, Dustin took on the role of manager in 2016, and with financial help from the UMVRDC's Revolving Loan Fund, he became owner of the business in 2019.

GoFasters offers powersports and marine products and services. They carry boats, snowmobiles, ATVs, trailers, and much more from brands like G3, Arctic Cat, Mercury, and Yamaha—just to name a few.

Dustin says the biggest challenge he faced when taking over the business was self-doubt.

“There are many what-ifs, but you won’t know until you try. You just have to give it a shot.”

Dustin did exactly that – and his shot paid off. Sales skyrocketed in 2019. The location, being close to Big Stone Lake, has been a key factor to GoFasters success. A majority of customers live around the lake. The lack of other options in the area makes Ortonville a great location, as well. GoFasters has been able to fill the void for powersports and marine products and services in the area.

Although there are many challenges and hurdles that come along with owning a business, for Dustin, it has all been worth it.

“Being able to look back at a business plan that I created when I first had the idea to own the business and to see that it is what we are actually doing now is pretty cool.”

RLF funds helped Dustin take ownership of GoFasters, relocate the business, and expand it to what it is today.



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