



# GRANITE FALLS Woodworks

When the company that Marshall Anderson, Rob Sneller, and Jeff Bot previously worked for decided to close, these three saw an opportunity to start a company of their own and continue to create and sell a unique product line to the Granite Falls area and beyond. Granite Falls Woodworks manufactures custom wood products. While the staple piece they offer is custom wood countertops, they also specialize in kitchen cabinet accessories, components, and custom laser engraving—just to name a few!

Between the three owners, they have 55 years of experience in the woodworking industry—and it shows in their products. The attention to detail, creativity, and knowledge is evident in every piece they complete. Not only do they enjoy providing local, quality products for their community, Anderson hopes they will be able to provide jobs for the people of Granite Falls over the next few years as they continue to grow.

They are extremely grateful for other local business owners, the City of Granite Falls, and local banks for helping them along their way. Anderson noted that they could not have done it without them. With continued support from the community, family, and friends, Anderson, Sneller, and Bott are excited for the future of Granite Falls Woodworks and the opportunities to come.

***“The Revolving Loan Fund program has given us new hope. A definite relief of stress to allow us to continue to fight and move forward.”***

GRANITE FALLS  
WOODWORKS  
646 PRENTICE ST  
GRANITE FALLS, MN  
320-564-1244

*“We would like to thank our families, customers, and supporting community. We will continue to work hard to help grow our local economy and support other small businesses.”*



Upper Minnesota Valley  
**REGIONAL  
DEVELOPMENT  
COMMISSION**

Helping Communities Prosper



### **WHAT MOTIVATED YOU TO START GRANITE FALLS WOODWORKS?**

The company we previously worked for closed and we had a unique product line that we believed we could continue to sell and provide for people.

### **WHAT ARE YOUR GOALS FOR GRANITE FALLS WOODWORKS?**

Make healthy profits for the company. Provide for our families. Create jobs for our community. Provide unique products and services for our community.

### **WHERE DO YOU HOPE THE BUSINESS WILL BE IN FIVE YEARS?**

Eclipsing \$1M annually in revenue with healthy profits. Providing 10-15 new jobs for our community.

### **WHAT IS YOUR FAVORITE PART ABOUT OWNING YOUR OWN BUSINESS?**

Working together and proving to our customers they made the right choice to partner with us. Interacting with the local community and providing something unique and new.

### **WHAT HAVE BEEN SOME OF THE BIGGEST CHALLENGES IN OWNING YOUR OWN BUSINESS AND HOW HAVE YOU OVERCOME THEM?**

Covid has been our biggest challenge. It has made it extremely hard to grow and show everybody what we can do. We are still trying to overcome this challenge. We took to cold calling via the Internet and increased our showroom sample output. We have more than doubled our product exposure in the market once people can see them on a normal basis again.

### **WHAT DO YOU ENJOY MOST ABOUT OWNING A BUSINESS IN GRANITE FALLS?**

Other business owners, the city and the bank have been extremely helpful to us and our company. We could not have done it without them.

### **WHAT WOULD YOUR MAIN PIECE OF ADVICE BE FOR SOMEONE JUST STARTING OUT WITH A BUSINESS?**

Expect the unexpected. It will happen in some form. Work harder and smarter not one or the other. Be prepared to do whatever it takes to succeed.

### **HOW HAS RLF HELPED YOU BECOME THE BUSINESS YOU ARE TODAY?**

RLF has given us new hope. A definite relief of stress to allow us to continue to fight and move forward.