



Geyer Auction Companies AY-000243-L
484-239-3273 • www.geyerauctions.com

Do you have vehicles or equipment to sell? Give us a call today.

New 8-Acre Location: 724 Route 100 Bechtelsville, PA 19505

We are the area's leading commercial auction company specializing in Real Estate, Vehicles, Trucks, Heavy Equipment, Tools and Business Liquidations.

We can sell 1 piece to 100 at your location or our auction facility on Rte 100.



October 19
Antique & Classic Car Auction
 Classic Car Auction — Consign your vehicle today!
 October 19 @ 10:00am EDT
 1100 East Philadelphia Avenue, Gilbertsville, PA 19525
 Fall Classic Car Auction at the former's Zern's Market - Gilbertsville, PA Consign your vehicle today -
Please call Mark at 484-239-3273.



October 30
Rare Opportunity to Buy a Fire Station
 Mont Clare Fire Station Live Public Real Estate Auction — Mont Clare, PA
 October 30 @ 7:00pm EDT
 216 Bridge Street, Mont Clare, PA 19453
 Open House: Wednesday, October 16th from 5:00-7:00pm & Wednesday, October 23rd from 5:00-7:00pm.
 Location: 216 Bridge St, Mont Clare, PA 19453

For details go to <https://geyerauctions.com/upcoming-auctions/>

ESTABLISHED 1920

MG
 MUHLENBERG GREENE
 ARCHITECTS

MG-ARCHITECTS.COM
 ARCHITECTURE | DESIGN | PLANNING



Our Services are Always in Season.

We are a full service landscape and lawn maintenance company serving the needs of homeowner's landscaping projects large or small.

tonyandjoeslandscapedesign.com
Ph: 610.775.5380 | E: toninog1014@aol.com

CHANGE IS COMING — DON'T LET IT LEAVE YOUR SMALL BUSINESS BEHIND

Predicting the future is one of humankind's oldest endeavors. Nearly everything from tealeaves to caterpillars has served as a bellwether of fate. Twenty-first Century small business owners can draw on a host of technology and information resources to chart the course of their enterprises. But given the increasing pace and unpredictability of change, one can't help but wonder if those caterpillars might really know something.

Anticipating trends can be extremely valuable in keeping you current on everything from sales strategies and customer desires to technology tools and the general economy. As your business grows, change will be inevitable and small business owners should constantly look ahead and seek out ways to shake things up. The more you test the winds of change, the better your chances of success down the road.

But how can you tell the difference between a fleeting fad and a true trend? Louis Patler, a market research guru for companies such as American Express and Dell, has spent decades tracking emerging trends and studying their impact on business. He says the key to successfully piloting a business in the years ahead will be embracing new ways of thinking.

For example, Patler says that truisms like

“stick to what your business does best” are outmoded. If you want your business to grow, consider that past business traditions and processes might only hold you back. Trying new approaches is vital.

Not all customers are created equal. Some are more valuable and loyal than others, and those are the ones you should lavish the most attention on with special savings and service offers. And don't expect loyalty from employees. As American society becomes ever more mobile and labor shortages worsen, workers won't stay on a job for more than three years.

Information is the key to success in the 21st Century, and the ability to effectively capture and analyze data on customer needs and behaviors is essential for small business owners to stay on top of and, even more important, anticipate trends related to their products of services. After all, what's important to your current and potential customers will likely be important to you as well.

Don't rely on incomplete information to plan your small business. Get help from the experts at SCORE “Counselors to America's Small Business.” SCORE is a nonprofit organization of more than 10,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners.

CHRIS JAMES HECTOR REALTY

213 SHERWOOD LN. PHOENIXVILLE, PA 19460
 OFFICE: (610)933-7592
 WEBSITE: CHRISJAMESHECTOR.COM

CHRIS JAMES HECTOR & ANDREA HESKETT,
 THE PHOENIXVILLE TEAM YOU CAN COUNT ON!



FOLLOW US ON SOCIAL
 @SOLDBYANDREAHESKETT

