

Mayes Chiropractic

When Dr. Carrie Mayes opened Mayes Chiropractic in 2003, she was the first chiropractor to locate in the fast growing area of Traverse City. In addition to providing chiropractic services, she offers ergonomic consulting to commercial offices throughout the region. Dr. Mayes first met with the MI-SBTDC, hosted by the Northwest Michigan Council of Governments, to develop a business plan. After working with Business Consultant, Chris Wendel on conducting extensive market research and a cost/benefit analysis, a business plan was developed. As a result, Mayes Chiropractic obtained a \$36,500 loan from National City Bank.

The process continued through a methodical analysis of selecting a location based on numerous traffic studies and rent comparisons. In May 2004, Mayes Chiropractic opened its doors. The business grew beyond its original projections in both sales and customers within the first eight months. Additionally, the practice has created two new jobs and has grown to 163 patients. Dr. Mayes serves as an example of the types of women-owned businesses that are thriving in the seasonal economy of Northern Michigan.



Mayes Chiropractic
Dr. Carrie Mayes

region 2



**Northwest Michigan
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