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Couple turns passion into thriving business

BPetersonDesign moves to new location to keep up with demand



Ben Peterson works on his computer Nov. 29 in the new BPetersonDesign office at 320 S. 12th St. in Montrose. (Monica Garcia/Montrose Daily Press)

•IT company outgrew location
•Business can handle most tech problems
•Self taught professionals

By MONICA GARCIA
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When Ben Peterson was 14, he built his first website.

At the time, he was helping his parents' friends with a business idea. The friends wanted to see if they could make it happen, and Ben said he just figured it out from there.

Now, Ben and his wife, Janae, co-own the IT company BPetersonDesign, where they do just that. They solve many different tech problems on many different levels. Recently, experiencing a boom in their business, they

relocated. As a result, they're hosting the grand opening of their new location from 1-3 p.m. on Dec. 5 at 320 S. 12th St. in Montrose.

A number of years back, the Petersons worked for Janae's parents' Mancos E-commerce business, where the couple got heavily involved as the company's IT department. Her parents were in need of an IT person and Ben was the perfect fit.

"He's really great at catching on and learning that stuff, and it's really unique the way he does stuff like that," Janae said. "He approaches it differently."

In 2009, they decided to branch out and start their own business. Ben noted they are 100-percent self-taught, but they have learned the business by fire of what worked and what

didn't work.

Ben joked he works for Janae. She handles the creative aspect of the business — real estate photography, marketing ads and design for websites — and Ben is in charge of the numbers and everything else. The company keeps up with the latest technology.

BPetersonDesign has really taken off in the last two years, Janae said. So much so, the owners decided to hire another employee and move from their home office on South Fifth Street to a bigger facility.

"In the last two years ... (the reason) we ended up getting so busy is because we started working with custom sites, E-commerce and WordPress," Janae explained. "And then we ended up adding

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BUSINESS

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digital marketing to that, and that's what really hit off — when we started adding marketing ads."

One of the company's services is managing clients' online presence. Ben expanded, noting any place you would find a client's business online, BPetersonDesign manages it. This includes comments on a business' website, responding to private messages and reviews made by customers. Ben and Janae's job is to get online and respond right away.

Clients of the BPetersonDesign include individuals, small businesses and large corporations. They provide the online presence for about 27 live websites in the Montrose area and another four are about ready to launch, Ben said.

One company they have helped provided services to is Black Dog Equipment — a rentals, sales and service of construction equipment business. Owner Riyanon Keep can't speak highly enough of the Petersons.

Having worked with BPetersonDesign for about a year, Keep said her business has greatly benefited from these services. The business is able to do things that it hasn't been able to before, she noted. She explained Ben and Janae have taken into account her emphasis on customer service, they never over sell or upsell her on services or items and provide solutions for her business created to be as helpful to customers as possible.

"They have been absolutely fantastic," Keep said. "... We are ... completely unsavvy when it comes to this technology and Ben has been absolutely fantastic in terms of helping us ... they really listen to what we're trying to do."

BPetersonDesign has revamped the Black Dog Equipment website and taken over its Facebook page and created new ways to connect with customers.

"Once people recognize and realize what we have in (BPetersonDesign) in the community, they are going to get super busy," Keep noted. "They are an incredible resource to have in Montrose."

BPetersonDesign has a wide

variety of other services it offers, including web development, digital marketing, build of custom computers, computer repair, streamlining through technology, home theater installs and smart home conversions.

"We found out awhile ago it's much more important to know how to find the answers than to have them memorized because the problems always change," Ben said.

The learn-and-apply technique is how they started real estate photography, home video tours and drone video in January this year. This has quickly become a popular service behind web design, Janae said.

Prior to moving to the new office, the company did business by appointment only. But now Ben and Janae look forward to having a public face in the community. They also recently added the digital marketing which goes hand-in-hand with web design. That is why they felt there was a need for it, Janae said.

Ben explained in the IT field there are hardware people and software people and normally they do not work together, but they handle both sides. There is no other business like this that they are aware of. It is not common to find a company that will offer all the different services that BPetersonDesign does, he said.

BPetersonDesign does accept walk-in customers, but appointments can be made at bpetersondesign.com or calling the office at 970-901-1469. They can also be reached on several social media platforms.

"Essentially what we want to become is a part of the team for our clients to where they can lean on us for anything technology and we have our hand in all of it," Ben said. "If they need anything, they can call."

Monica Garcia is the Montrose Daily Press' news editor. A Colorado native, she studied journalism at Metropolitan State University of Denver. Her experience includes time at the Montrose Daily Press and The Denver Post.



J. Peterson

MEMBER

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are really honored to be in the positions that we are in," Benziger said.

Potential candidates for District G can send in their letters of interest and resumes to the MCSD

office at 930 Colorado Ave.

Afterwards, the board will conduct interviews of the applicants for the vacancy in a public session of any regular or special meeting before Tuesday, Dec. 12. They plan to appoint that person at that date. The seat filler will hold that spot until the election in

November 2019.

Contact MCSD administrative assistant Laurie Laird at 970-252-7902 or laurie.laird@mcsd.org for further information.

Andrew Kiser is the Montrose Daily Press' education/sports reporter. Follow him on Twitter @andrew_kpress.



PET OF THE WEEK

Lloyd

Lloyd is an 8 year old Terrier mix. You can visit Lloyd at the Montrose Animal Shelter, 3383 N. Townsend Ave.

The fee for a cat is \$30. Kittens younger than 1 year are \$50. Dogs are \$60, and puppies are \$75.

The shelter is open from Monday-Friday, 9am-5pm Saturday & Sunday, 9am-3pm

All animals adopted from the Montrose Animal Shelter are spayed or neutered before going to their new homes and receive some vaccinations.

For more information about Lloyd and other available pets, call 240-1487, or visit www.montrose.animalsshelter.net.com

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