

# BUSINESS SPOTLIGHT

## LeRoy's Customs

"If you can dream it, we can paint it!" This is the philosophy LeRoy's Customs has adopted and delivered to countless customers all over the Midwest with its custom paint work.

When Todd Cabrera took over the business in 2004, he wanted to preserve the company's rich history.

The custom painting business began in 1974. The original owner, LeRoy Quade, got his start painting murals. His work quickly evolved to include custom painted vans, boats and trucks in the 70s and 80s. In those days, if there was a custom painted vehicle in the Midwest, it most likely came from LeRoy's. He and his crew were in such high demand that they worked around the clock, painting up to 36 trucks a day.

While Quade was busy building the business, Cabrera was located in Wisconsin working on a farm that he started as a young teenager. He never guessed that the skills and experience he was acquiring would one day apply to owning a custom paint shop. Cabrera says, "I was a business man at 13; I managed my own check book and paid the mortgage. The business side of my life all goes back to the farm and lessons learned from my father."

In 1991, he was recruited and introduced into the automotive wholesale conversion van industry. He ended up getting hired at LeRoy's in 2001, just in time to purchase the business from Quade's family in 2004.

Business in the early 2000's was great, but things took a turn in 2009 when LeRoy's Customs felt the effects of the 2008 recession. When the parking lot and garage were empty, with no aftermarket work or custom paint jobs lined up, the community started bringing in requests for cars to be repaired. Cabrera jumped at the opportunity to bring in new business. He and his crew expanded from an exclusive custom paint shop to add auto repair services. "The public saved us. That was our biggest hurdle, but here we are today." With a parking lot now at full capacity, Cabrera says "running out of parking spots in the parking lot is a good problem to have."

Adding to its specialties, starting April 1, LeRoy's will begin to do full collision repair. Thanks to a crew with multiple talents, LeRoy's has been able to grow its business and expand its service offerings over the years: offering classic airbrush designs, after market upgrades such as heated leather seats and lift kits, full collision repair and commercial vehicle conversions, along with serving wholesale and retail customers. Cabrera says he is flattered that there are loyal customers all over the Midwest that refuse to drive anything that isn't customized by his business – and he is grateful to the Coon Rapids community for their local support as well.



### Quick Facts:

- » Location: 11380 Xeon St. NW
- » One original LeRoy's Customs crew member from the 1980's left the business and came back under Cabrera's ownership – which Cabrera is very proud of because the business has kept some of its "roots".
- » Visit LeRoy's at the State Fair – located on Cooper Street by Menards (Tractor Hill).