



Pete Hajjar - Speaker Information Sheet

When you first meet Pete Hajjar, you will feel like you have met a new friend. But more than that you have met not just a business advisor but the ultimate business coach.



Pete's career story is one fit for a novel. From the beginning, it seemed the cards were stacked against Pete Hajjar. Born in Detroit, Michigan (the Motor City), Pete experienced first-hand growing up on public assistance while his strong loving mother worked to provide for the family. Moving from Michigan at 10, Pete Hajjar struggled in school suffering from both Dyslexia and Attention Deficit Disorder only to fail out of college after four attempts. It appeared that Pete was on the path to nowhere. However, Pete Hajjar had a dream to become a successful entrepreneur. That dream took off at 12 years old when he began his first business pulling weeds for the neighborhood.

"Many people will cut their own yard but no one likes to pull weeds, so I saw my chance," says Pete Hajjar.

With an aptitude for business, math and science, Pete landed in the highly competitive automotive manufacturing industry providing engineered quality-control systems for manufacturers in North America and Europe. His clients were some of the world's most renowned carmakers including: Chrysler, General Motors, Ford Motor Company, Volvo, Audi and Daimler Benz.

In 1986 at 23 years old, Pete started his first company, Sunshine Carpet Cleaning and Restoration, with his wife, Kim. By age 28 Pete not only owned a successful business but, was able to buy and pay off his very first home. Learning a lot as the owner of Sunshine, Pete went on to start, grow, and sell several other million-dollar businesses.

While business ownership can mean great success, it can also have its pitfalls for even the savviest entrepreneurs. Pete learned this the hard way when in 2003, after experiencing great success, he found himself bankrupt due to not having his business properly protected.

"While I learned great skills and tremendous experience with my successful businesses, I learned my best lessons from that failure," says Pete Hajjar.

Yet the phoenix spirit in Pete Hajjar would not let his dream die. From 2003 to 2009, taking the skills from his "everyday" job as a salesman in the auto equipment industry, Pete went on to start his next business in the home improvement industry. As home sales began to plummet in 2008, Pete saw a trend forming of both homeowners seeking to remodel their homes rather than buying and those seeking to upgrade their homes in hopes of attracting sellers. Once again Pete's acute business sense garnered success with leveraging the sale of his company, Superior Contracting earning a revenue of over \$10 million.

In 2009, Pete took yet another successful step in partnering with Wes Thornton to create Reliable Restoration, a full service disaster restoration company whose brand is a recognized nationwide. With the guidance of Pete Hajjar, Reliable Restoration saw a revenue growth of over \$20 million.

With Reliable Restoration standing firm, Pete felt it was time to tackle a new adventure and in September, 2016 announced his retirement from the growing company to create his own consulting firm, Prime Business Advisors.

Seeing it as not only an exciting new career move, Pete Hajjar seeks to use Prime Business Advisors as a way to help current and future business owners acquire their dreams of successful business ownership.

"Successful business ownership is not a pipe dream. It's real and attainable. Whether your desire is acquiring the dream of business ownership, keeping the dream alive for your struggling business or inspiring your company's dream team to achieve, Prime Business Advisors can help you reach your goals." - Pete Hajjar



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