



A BERGEN COUNTY WORKFORCE INVESTMENT BOARD  
**success story**

*“We started small and with the help of the Bergen Business Resource Center, we have had the luxury of expanding our business plan each year.”*

*--Charlotte Williams  
Co-Owner  
Pop-A-Lock Locksmith  
Service*

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## **Locksmith Franchise Thinks Business Resource Center is Key to Its Success**

**Pop-A-Lock<sup>®</sup> Locksmith Services** was founded in 1991 when local law enforcement agents in Lafayette, Louisiana, recognized the need for a car locksmith in their community. Since then, Pop-A-Lock has grown to become the largest professional locksmith franchise in the country, providing 24-hour locksmith service to over 4,500 cities across the United States and Canada. Tom and Charlotte Williams’ franchise in Ringwood, New Jersey, serves Bergen County.

### **CHALLENGE**

Like most Pop-A-Lock franchise owners, Tom and Charlotte Williams don’t have the luxury of one central office location to use for recruitment or training meetings with employees. When they first started the company, they met applicants in a diner or fast-food restaurant. They needed a more professional setting for these functions.

### **SOLUTION**

Since they started their franchise, the Business Resource Center (BRC) at the One-Stop Career

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## **ABOUT OUR BUSINESS SERVICES**

The Bergen County Workforce Investment Board (Bergen WIB) is dedicated to supporting workforce and economic development by connecting Bergen County New Jersey residents to jobs and ensuring that employers have the skilled workers they need to grow, compete, and prosper. In cooperation with the Bergen WIB, the Business Resource Center (BRC) at the One-Stop Career Center reaches out to local businesses to assist with their human resource needs. Employers use the BRC to recruit and screen prospective employees and to find out about new business development, loan programs, and labor laws. Job placement is available through the Employment Services Division of the New Jersey Department of Labor and Workforce Development (LWD) on an individual basis for job matching, job development, and referrals to employers. Recruitment events are held to give job seekers access to employers eager to hire qualified workers.

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Pop-A-Lock is a registered trademark of SystemForward America, Inc., franchisor for the Pop-A-Lock system.

Center has been providing a place for them to hold recruitments, conduct meetings with employees, and review performance in a professional setting. The Williams' franchise recently celebrated its seventh anniversary, and the owners believe the BRC has been an integral part of their success.

## **RESULTS**

**Professional Resources:** The Bergen BRC provided the necessary resources and services to conduct business in a professional manner.

**New Hires:** In a recent six-month period, their franchise recruited and trained more than 15 employees at the Bergen BRC.

**Small Business Assistance:** "The Business Resource Centers throughout the state offer not just a physical space, but also a place to go for questions about navigating through all that the State has to offer small business," said Charlotte Williams.