



Brother Dealer Turns to Her Faith to Make Her *Dreams* a Reality



Faith and sisterly love led to a lifelong dream that came true for Lynn Haberl, co-owner of ‘Inspire! Quilting & Sewing,’ an Authorized Brother Innov-is dealer in Plant City, Florida. Although fate lent a hand in making Lynn’s dream a reality, Brother’s contribution of time and resources helped her, as well as her fellow dealers, by supporting them every step of the way.

As young girls growing up in North Carolina, Lynn and her older sister Lisa loved to sew. Their mother, who was an avid sewer, took them both to a popular fabric store where the girls would select their favorite fabrics to create their own clothes.

“We shared a sewing machine,” Lynn said. “Lisa and I would take turns making clothes for ourselves and our family and friends. I suppose you can say it’s where our story begins.” Lynn explained how she soon became known as the ‘Sewing Fairy,’ while her sister Lisa developed a love for quilting. Over the years, the sisters raised their families and lived in different states – but Lynn said her dream of owning a fabric store never left her heart.

After years of praying and reflecting on her dream, Lynn turned to her husband Fred and explained how she was ready to open a fabric business. She knew the only way she could make it happen was to convince her sister Lisa to join in on her dream. “We were both living in Florida at the

time, about four hours away from each other,” Lynn said. “I called Lisa and told her I was ready to open the shop and asked her if she and her husband would be willing to move north to open the business. The rest, you can say, is history.”

Four years ago, Lynn said she turned to her faith again and prayed that she would find the perfect area for her shop. Fred and Lynn began scouting for a location and came across a 115-year old building that suited their needs perfectly. “When we saw the building, we both knew it was meant to be,” Lynn said emotionally. Within one week of purchasing the building, Lynn and Fred were visiting Arizona when she received a call from a friend who mentioned that a local department store was closing and selling off its fixtures. “I knew I needed those fixtures for our new shop, but I had no idea how I could get them on such short notice and being thousands of miles away,” Lynn explained. “My vision was to create more of a boutique shop, and I knew the fixtures would make beautiful displays for the fabric.” As fate would have it, Lynn called her daughter, who owned a trucking business. Within no time, her daughter picked up all the fixtures. To everyone’s surprise, she was told the department store agreed not to charge them for anything. “God’s hand was in everything,” Lynn said.

In August 2012, Lynn, Fred and Lisa opened the doors of ‘Inspire! Quilting

& Sewing.’ Knowing that she had the best fabric store in the area, Lynn also wanted to be the best all-around store for miles. To accomplish this, she sought to incorporate the best sewing machines on the market to complement her business. Within a few months, Lynn began exploring Brother sewing machines, and in a short time became the only Brother dealer within 50 miles. “Brother was the best choice for our business,” Lynn exclaimed. “The machines are not only easy-to-use, but an easy sell. It wasn’t a stretch to know we made the right decision.”

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Lynn Haberl

Within only four short years, this family-run business has set the pace for success by exceeding sales and notoriety on every front. “Lisa is the ‘boss’ of our business,” Lynn said laughingly, “and we want it that way.” Together, they have developed a successful plan to grow their business by running events to make a name for themselves. “We cornered the market by being the only Brother dealer in the area,” Lynn said. “But with that

brings the challenge of getting our name out there and developing a clientele that trusts us as experts in our field.”

Lynn explained how she launched her business by hosting Anita Goodesign (the top embroidery design company in the world) and Brother ‘Start Your Own Business’ (featuring Brother six-needle machines) events. She said these events were part of the building blocks of her business, as they brought customers into the store. This gave Lynn and her staff the opportunity to learn and nurture their customers’ needs. Brother believes in partnering with the dealers to help promote these events. By posting the excitement surrounding these events on social media pages such as Facebook.com/BrotherSews and the ‘Events Calendar’ page located on BrotherSews.com, dealers can experience not only an increase in brand exposure, but also expand their business advertising opportunities. With thousands of viewers following the Brother Facebook page, fans have easy access to the Brother website and they can easily locate their nearest dealer and view event information.

‘Inspire! Quilting & Sewing’ prides itself on offering outstanding customer service along with in-depth education. “We are not just a fabric and sewing store,” Lynn stated. “We strive to be a place where enthusiasts come to feel welcome and secure, knowing they can learn the latest techniques from the experts in their field.” Lynn is dedicated to hosting designers from all genres of the

industry to teach classes and promote their businesses. “We teach techniques from beginning to end, and only sell the highest quality fabrics to make the most beautiful creations,” Lynn said. ‘Inspire! Quilting & Sewing’ even offers classes on how to integrate a personal computer with a sewing machine to make the process less intimidating and show the customers how to get the most out of their Brother machine’s functions and features. “We want our customers to love what they’re doing and feel comfortable at every level.”

“We have seen a boom in embroidery,” said Lynn. “We sell more machines from THE Dream Series and the multi-needle line than any other machines within the Brother lineup.” Lynn credits her success in selling the higher-end machines to ‘Sit and Sew’ demonstrations in her showroom, where customers are coached on how to start their own businesses, as well as the special financing from Brother (which makes owning the higher-priced machines more affordable). As dealers embrace the variety of award-winning machines and utilize the nationwide dealer support system in place for them, Brother has set the stage for success by providing this winning combination to help its dealers grow their businesses. Machines such as the Innov-is V8550D and the Entrepreneur PR1050X are perfect examples of Brother innovation and technology at its finest, with ease-of-use and reliability that customers have learned to expect – and which

only Brother can provide. Industry-first features (including ScanImation™, Scanning Frame and InnovEye® 2 Technology), along with large built-in screens, larger workspaces and color sorting (among other features) have set Brother apart from the competition and opened the doors for new customers to flock to their nearest Brother dealers.

Just last fall, ‘Inspire! Quilting & Sewing’ was featured in *Quilt Sampler*® Magazine, a *Better Homes and Gardens* Special Interest Publication. This impressive recognition is a testament to the shop’s ongoing dedication to becoming one of the leading fabric and sewing stores in the country.

“Being a part of the Brother family of dealers has taken our business to a level we never imagined,” Lynn said. “We are proud to be a Brother dealer. We have never looked back and we can’t wait to see where our faith and our journey takes us next.”

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