



EMERGENCY LOCKSMITH SERVICES

Lorenzo Williams, like most of us with children of our own, hopes to one day leave them with something of himself, but most of us think we have time. So did Lorenzo, until 2018, when he was diagnosed with a rare bladder disease. Twenty percent of his bladder was removed, but five months later, he was told that his cancer had returned and he only had three months to live. Rather than giving up, Williams looked to WWBIC to fast-track the launch of his business.

“After such a traumatic experience, for WWBIC to help me with a loan so that I could move forward meant a great deal to me and my family.” Williams defied the odds and is now on his way to fulfilling his dream of building and growing a business that he and his children can rely on for financial gain and security. Thanks to the loan from WWBIC, Williams was able to invest in the vehicles and equipment necessary to successfully launch, build, and grow. Emergency Locksmith Services LLC is now a thriving, minority-owned, commercial, residential, and vehicle key/lock repair and replacement business with future plans to hire more employees and own and operate 7-10 emergency locksmith trucks.

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“I would tell future business owners and anyone that is looking to start a business that WWBIC is really one of those organizations that will help you start your business. It is not always easy to find help during and after such a terrible illness, but WWBIC stepped up to the task.”

Owner:
Lorenzo Williams

Business Location:
Milwaukee

Employees at Business:
6

WWBIC Support:
Training, WWBIC Loan,
Coaching



*Entrepreneurship and
Financial Wellness Training •
Lending • Coaching*