



Visit Soccer Shop for Equipment and Advice

After a successful career working at large companies including Hanes Brands Inc. and Elizabeth Arden, Jason Brenner decided to fulfill a personal passion by opening his own soccer shop. Before hanging his sign out front, Jason wanted to make sure that he learned as much as possible about soccer retailing.

So, he took to the road in early 2011 and visited other soccer retailers up and down the East Coast. Jason gathered a wealth of information from his New York-to-Miami journey and came home well-prepared. Appropriately named “Soccer Shop,” Jason opened his business at 1204 Reynolda Road in August 2011.

It was an instant success.

Soccer Shop is a full-service source for soccer equipment, clothes and advice for both adult and youth soccer. The busy pace at the Soccer Shop has not slowed since opening 13 months ago, and today the shop counts High Point University, Wake Forest University, PTFC, NCUSA, North Carolina Youth Soccer Association, several high schools, and all the YMCAs in northwest North Carolina among its legion of loyal clients. Soccer Shop also is the number one Nike retailer in the Triad as well as Puma’s number one retailer in North Carolina.

Founded with a customer-centric business model, Jason and fellow staff (or as Jason refers to his staff, “team mates”) at Soccer Shop pride themselves on being the most knowledgeable soccer experts in the Piedmont Triad and have extensive soccer-related training, especially for proper foot care and foot mechanics.

“Our focus is on building long-term relationships with the customers we serve and making sure we exceed their needs,” Jason said. “It’s not about just ‘making the sale’ and being done with the transaction.”

Like the relationship he has with his own customers, Jason values his relationship with Butler + Burke. Jason had worked with Butler + Burke partner Jane Potter on several projects prior to starting the Soccer Shop and turned to her for advice when mapping out the financial plan for his new business venture.

“Jane and Butler + Burke were valuable partners to me even before I opened the Soccer Shop and continue to be a trusted source of accounting information and services,” Jason said. “I can count on them for the advice I need to run a successful business.”

For more information about Soccer Shop, please call (336) 283-9534 or stop by Monday through Friday from 10 a.m. until 7 p.m. or Saturdays from 9 a.m. until 6 p.m.