



ELLY GRIMM

• Leader & Times

Those traveling on Pancake Boulevard will notice many flags and a new sign in the front of the Trailers and Trails building. These changes are coming about after a coming change in management.

The company was recently purchased by Snider Motorsports from Spearman, Texas, and owner Jordan Snider said he is excited for the company to expand to Liberal.

“The previous owners approached me because they were getting older and wanted to move forward and relax some,” Snider said. “They had seen my company growing rapidly and thought ‘We need someone in here who can run the location and who knows how to do everything and treat customers right.’ So they approached me, we made an offer, and they accepted it. Then there was a long transition process of getting everything switched around and all of that, which we did. So now we have our guys here and we’re running the show like we would with our other dealerships. We took charge of the location last month, we’re getting all the positions filled at the shop and helping people find those jobs and work with us.”

The company’s rise has been a few years in the making, Snider said.

“I started the company six years ago in Spearman, Texas, and at that point, we were repairing and selling ATVs. I’ve been in the industry my entire life – as a child, I would be working on dirt bikes and 4-wheelers, that type of thing,” Snider said. “After graduating from high school, I moved to Phoenix, went to college, then moved back to Texas after graduating college. I was one of the lead technicians at the Polaris dealership there in Spearman, and after about two years decided to get out and go on my own. It’s always been something I wanted to pursue and do, so I built the company in Spearman. Since then, we’ve been very blessed with the business and customers to be able to grow it to what it is today. We’re a multi-line dealership for Polaris, Can-Am and Yamaha in Spearman, Liberal, and Dumas, Texas. We’ve got three locations, right now we’re looking at about 16 employees, and we sell and service off-road vehicles, sell accessories, everything you’d need.”

Snider added he and staff are excited to work with the people in Liberal.

“We typically notice there are two types of people – the farmers, first off, since they’re important to the community and its economic growth; and then there’s the recreation people, who are looking for like the Razors and similar machines to go to like Syracuse, the dunes in Beaver, Okla., or the dunes in Waynoka, Okla.,” Snider said. “We do custom builds for those types of things. We really look forward to building the company, we’ve got a grand opening planned for once we get our showroom put up and finished, and that should be in the next six to nine months – we’re actually looking to expand that about another 3,000 square feet. We’re working on updating that and helping Pancake Boulevard look awesome. Besides providing jobs to people in the area, the local service is important. You don’t want to have to drive out of town to get your machines serviced or for parts and accessories. We’re right here in Liberal serving Liberal and the surrounding area.”

Already, there are some changes being made customers will be noticing, Snider added.

“The first thing, when you walk through the door, we’re changing the customer experience by providing a different environment, so that’s going to be much different than in the past,” Snider said. “We’re also adding Fox riding apparel to the store, so we’ll have quite a bit of riding gear and other apparel for people to shop for. We’re also going to be adding on to the showroom, like I said, and we’re going to be improving the look of the outside of the building, clean up the parking lot and just making it more presentable. We’ve got a big sign we’ll be putting up too, so it should be great. We’re really working to expand and improve a little of everything from service when you walk in the door to how it looks from the street, everything. We’re working to improve it so it’s at the level all the other dealerships are at.”

Another expansion customers will notice will be the inventory.

“Previously, there would only be about 10 or 15 units in stock and we stock, on average, about 100 machines. We stock up a large selection, and having that variety to choose from with all the different models and colors, it’s all there so you don’t have to order anything or wait for it,” Snider said. “Also, our service shop will be amazing, our technicians are hand-picked and well paid to make sure all the machines are serviced properly. Mike Milhon, he’s working there doing parts and helping take care of service with a smile. Whether you need just a bolt or a whole new machine, everything’s treated equally. We’re really hitting the ground running here, we’ve been rocking and rolling in Spearman these past years, and we’re getting that going in Dumas, Texas too. We know what we’re doing, we know how to create a great environment, and we’re excited to be working here. Already, in just the past month we’ve been in charge, we’ve seen a dramatic increase in foot traffic coming in the door, we’ve seen an increase in sales compared to this time last year, so all the improvements we’re doing are being well received.”

Snider and his staff are ready to help any customer who comes through the shop’s doors.

“We’re just happy to be here and we look forward to helping take care of everyone in the community and the surrounding areas,” Snider said. “If they have any questions, they can either come to the shop at 524 E. Pancake or call us at the shop at 626-5222.”