



## **John Holtz**

President of Holtz House of Vehicles

*"The world is full of abundance... all you have to do is ask."  
Anonymous*

John Holtz has always known what it was he wanted; moreover, he's always known that in order to get it he would have to earn it and also ask for it. When he was a young man, even as far back as thirteen years old, John knew that he wanted to one day run his own business. At the young age of 28, John realized that dream in a chain of events that serves today as his turning point: a time when he gave himself concrete proof that all his convictions and all his ideas about business and how to approach it were sound, and destined to bring him great success.

***When John was only 19 his father died. In the ensuing process of taking care of arrangements and the like, he decided to finish his education at the Rochester Institute of Technology. Perhaps more significantly, though, it was here that he would go to work for his brother at a car dealership while putting himself through school. In only a short period of time, he realized that he could do more than simply work at a dealership; he had the knowledge, the passion and the drive to own one entirely for himself, thereby reaching his goal of owning his own business.***

John began stowing away his savings from his job at the dealership, and before long he had saved up roughly ten

thousand dollars, a sum that he says accounted for his entire life savings at the time. That in hand, he set out to find a dealership that he could buy, and true to his ideals of simply working for and asking for what one deserves, he went about it in the most straightforward and direct manner possible. John literally went from door to door, visiting all the dealership owners in the area and asking if they had any interest in selling to him. After a handful of false starts, he was able to make the down payment on a Honda motorcycle store, which he took over and began to run. It wasn't quite a full dealership, but it was a major step in the right direction and he was, after all, running his own business for the time being.

Most important of all is what the success meant to John.

Having long held to the notion that **all that stands between most individuals and their success is their unwillingness to step forward and ask for the chances that they deserve**, John had used these exact principles to seek out the job that he wanted.

When it paid off and he became the owner of the Honda motorcycle store at age 25, John knew that his convictions were solid. He resolved that they would stay with him throughout the rest of his life and career.

The motorcycle store was a success and John was able to generate substantial profits in just a short amount of time. He remembers the constant flurry of buyers during the spring and summer, as well as the fact that they tended to dry up somewhat throughout the winter. After all, who would want to ride a motorcycle during the Rochester winter? Faced with the prospect of inactivity several months out of the year, it wasn't long before John was looking for something more, and went back to hunting for dealerships with the help of his newly earned savings.

Again, he put in the footwork and went door to door. Before long, he had heard Honda wanted to put a store in the Henrietta, NY area. John's knowledge of the local area, derived in large part from his constant footwork, gave him

the advantage. He knew of a local furniture store with attached land that would be perfect, and looked to buy it. Thanks to his persistence, John once again had succeeded; a deal was brokered, he purchased the furniture store, contacted Honda and found that they were delighted to offer him the area dealership. At the time, he was only 28 and already living his dream.

Of course, hard times would eventually come knocking on John's door, but this was nothing that he couldn't handle. In the 1990's, just after the business boom of the 80's, John had a total of sixteen dealerships under his name. What had been an advantage just a few years prior was now suddenly a liability and business was going down sharply. John knew that if he didn't do something soon, the possibility of hard times would soon fall on him. Not content to let that happen, he went back on the pavement, going door to door to local competing dealers, seeking to buy them out, always with his simple, straightforward approach. He kept this up, making purchases of strategic importance until his ends were achieved.

When he was done, John found himself the sole provider in town for high end automobiles. Anyone in the area who wanted a BMW, Porsche, Mercedes or any other car of that type would have to come to him. He had dramatically decreased his number of franchises, while at the same time establishing a niche for himself that would ensure his future success, and he had done it all by following his core philosophy.

That philosophy is something that John takes very seriously. When he was going through the trials of the early 90's, he became an ardent follower of Tony Robbins and attended several of his seminars. At those, he performed the stunt that further imbued him with self-confidence as it has for many of Robbin's followers: walking across a bed of hot coals, barefoot. Asked to expound upon his belief system, John had this to say:

**"If you can walk on hot coals, is there anything you can't do?"**

Today, he's one of the most successful auto dealers in the region and continues to increase his business through the same old means that got him where he is in the first place. Although John isn't entirely certain of where he wants to take his operations in the future, he's confident that no matter where he goes, he'll achieve great success in whatever he does.

John's success is a clear example of how **one's outlook on life and one's philosophy can be directly tied in to one's business strategy**. Philosophy needn't be a matter of abstracts, but rather something that puts one's feet on the ground, moving in a solid direction, with great purpose and intent. This is how it was for John, and his commitment to unrelentingly pursuing his goals has made all the difference in his life, forming the structure for his great success.