



My Story

Josh Gershonowicz started his company, *Rebuild Nation*, in 2012. The marketing strategy and analytics company specializes in helping clients like hospital systems, medical groups and multi-location dental practices.

“We have tripled in size over the last three years, and growing,” said Josh, “I was in a position to make a few key hires, but the initial financial outlay required some assistance.” Josh met Rob Schwartz, Manager of Hebrew Free Loan’s *Marvin I. Danto Small Business Loan Program*, who Josh said “Did a great job introducing us to the program,” but at the time of their first meeting, Rebuild Nation was focused on its core business and wasn’t ready for expansion.

Now, Josh and his colleagues gathered their data and approached HFL. “These are loans, not gifts,” Josh said, “so you have to know your numbers, what you’re using the money to do, and what your market looks like. Everyone meeting with me knew business, and they were interested in me and my company’s path to success. The Danto Program also helped create a mentor relationship with Scott Stern, who has similar experience in our industry. Anytime I have a need for outside perspective, I can tap into Scott’s insight and he can tell me if we’re treading the right path.

“Getting an HFL Danto loan was huge for us. It’s an amazing program, and as Jews, we’re lucky to have it. It put us on a great trajectory, we continue to grow aggressively in Detroit, establishing roots in the city and hiring local talent.”

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