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*Predicting the  
Unpredictable*

# *Predicting the Unpredictable*

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**I**f there is one thing Brian Kearns knows, it is that you cannot predict with certainty where you will be in life. “The bottom line is you never know.” Never knowing is why this warm and gregarious entrepreneur has achieved what others would define as extraordinary. It is his ability to only see possibilities and his drive to overcome adversity. From humble beginnings, Brian has demonstrated the power of perseverance and has shown what true passion can achieve.

Here is someone who takes great pleasure in everything he does, is proud of his accomplishments and is an inspiration to all who know him. His story is what so many great stories are about: a simple man with a dream who

makes a difference. It is a story of a Grade 8 drop-out who built Osgoode Tire Sales, a thriving business highly respected and well recognized in the Ottawa region for its strong family values and willingness to serve and deliver exceptional value.

Tires and everything to do with them is Brian’s business. It is a large part of his life. It defines his childhood, his memories and his relationships with his loved ones. At just nine years old, this little boy would spend countless hours helping his father change tires. It was also what his father did for a living. It was hard, dirty work and long hours. For little Brian, it was an opportunity to play with real cars and marked his passage through childhood into maturity. Those long hours together with his father

would form a tight bond, a relationship that extended beyond father and son to that of friend and mentor. For Brian, his father is the one individual he was most proud of. Those times together would one day allow Brian to create something his father would be proud of.

Today, Osgoode Tire Sales is built on uncompromising integrity and a stark honesty that is evident from the moment a customer has stepped onto its grounds. The well maintained grounds and clean shop are indicative of the pride of both the owner and staff at Osgoode Tire Sales and the respect they have for their craft. The grass is always cut and green. The showroom and displays are orderly, creative and informative. Hollywood’s version of the dirty worker, gleaming in

sweat in smeared overalls does not exist here. Instead, these workers are in fresh crisp uniforms and are approachable, knowledgeable and experienced. In spite of all the assorted machinery and cold metals, there is a warm inviting ambience here at Osgoode Tire Sales, and it speaks volumes for their dedication to providing ultimate quality wrapped in care and consideration.

Delivering total satisfaction is what Osgoode Tire Sales is all about. The warm smiles, customized service and sound advice derived from a lifetime of experience characterize this business's practice. Brian, together with his wife Lisa, is attentive to every detail to provide an unmatched level of service at a fair price that continues to attract new and loyal clients. "We like to encourage customers to come out into the shop to show them exactly what is wrong with their vehicle, so that they may better understand what needs to be done and how we are going to do it."

Osgoode Tire Sales is growing to accommodate its clients' many varied demands. It currently offers a wide range of services, including a significant amount of heavy mechanical work. In fact, they do just about everything with the exception of major transmission work. The company also has an automatic car wash, provides emission testing and road service. But its specialty is still tires, whether it is for trailers, farm trucks, dump trucks, tractors, backhoes, farm vehicles or luxury cars.

Brian recalls those lean days when he started the business out of his garage in April of 1993. At the time, he was out of work for two years and suffered from severe back problems, a result of excessive physical labour. At 33 years old, he had already worked full-time for 18 years. So he started his own business, cutting grass in the summer and ploughing snow in the winter. With two young children to feed, it was his only source of income. However, his physical limitations would haunt him and he was tired of the continued barrage of work assessments he had to go through. One night, after returning from another assessment, he realized he had had enough and was determined to get out of the vicious cycle he was in. With that new purpose, Brian took the first step to building Osgoode Tire Sales.

With help from Ralph Tire, the company he first worked with when he left school, he was able to receive stock on consignment to help him get started. Loyal friends and neighbours also helped a lot due to the fact that Brian was in paralyzing pain that made it virtually impossible for him to physically function. Then a tiny miracle happened and the business began to grow; soon Brian needed to hire someone to keep up with the demand. Then the demands became greater and, in 1997, Brian and Lisa bought 60 acres and built a new shop consisting of four bays, which eventually evolved into six bays and a fully automatic car wash (Stagecoach



Car Wash). In October of 1998, the company was moved into the new building to accommodate the ever-increasing demands. More staff was hired and now, along with road service, Osgoode Tire Sales offered mechanical work. Thirteen years later, Brian has built a successful business and carved for himself a solid reputation for hard work and unsurpassed service.

Throughout the years when building Osgoode Tire Sales, Brian weathered a lot and gained a depth of knowledge and expertise few can match. What he lacked in formal education, he more than compensated for with grit and street smarts. The generous personality and sharp sense of humour concealed a steel will and the know-how that success can be fleeting if taken for granted. "The thing that has impacted me most throughout my life is hearing people tell me again and again that it can't be done, and being able to prove them wrong time and time again. Their negative words have only made me fight

harder and have helped me bounce back to conquer more than anyone thought possible."

And fight hard he did. Brian worked long, exhausting hours and built the business on a basic principle – total customer care from the very beginning to the very end. "We like to set ourselves apart from our competitors by creating a friendly, smalltown atmosphere that offers great service and a sense of country comfort."

Brian also attracts customers with a marketing strategy that includes fliers in their busiest seasons, which happens to be in both spring and late fall, as well as advertising in the local papers. However, word of mouth continues to be the primary reason for his success. The superior quality of service at Osgoode Tire Sales has stood as an example of exemplary business practices and has also attracted notice. In 2001, Brian was honoured with the Business of the Year Award from Osgoode Ward Business Alliance, which was presented

to him by Premier Mike Harris. He has also been a consistent recipient of the Consumer Choice Award from 2002 to the present.

Brian excels at what he does! The transformation of his life and the value he has brought to his community is nothing short of extraordinary. A warm nature and quick wit combined with focusing on one goal is what has anchored this company. And Brian thoroughly enjoys the everyday challenges he faces. He loves meeting new and different people, working with them, and exceeding their expectations. He has just finished building a small subdivision consisting of 13 lots, 10 of which are for sale. He kept one lot for himself and gave one lot to each of his children, his son Shawn and daughter Samantha. He looks forward to many more years at the helm growing the business and working with his wife.

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