



## **Meet Raymond Lincourt, owner of Roadmasters...**

### **1. Describe Your Business:**

Roadmasters is working hard to create a toy box in the Finger Lakes. The owners originally planned to create a classic car and motorcycle club offering storage and an on-site mechanic for service work. Since acquiring the old Mercury Aircraft building in Wayne, their plans have evolved—a lot. They received their registered repair shop license in January 2018 and Roadmasters' experienced mechanics have been servicing and partially restoring classic cars from the '20s through the '70s. This aspect of the business is growing quickly, and the shop already employs three full-time mechanics. They store cars year-round. Summertime lake inhabitants store cars and motorcycles at Roadmasters to keep them close to where they play and heated and cold storage is available in the Winter. Roadmasters also has memberships that allow customers to work on their classics. The membership provides space and use of tools and lifts as well as assistance and advice if the need

arises. Many parts of the building are still under construction, but the end result will include a bar, restaurant, and concert venue. The bar and two lounges maintain an industrial yet quaint feel. They've added a soapstone fireplace and vintage furniture to one lounge planning for a laid back coffee shop feel (did we mention they will have an espresso bar?). Roadmasters will host car shows and cruise ins, theme events, and host musicians playing the spectrum of music. If that's not enough, they've begun work on a vintage arcade room that will be available to members. Roadmasters will be open to the public and intends to offer memberships that will provide a VIP experience. Raymond plans for Roadmasters to be a haven for events in the Finger Lakes, and dreams of murder mystery nights, dinners, dances, galas, and more: A place for people to play.

### **2. Tell us your story:**

Raymond spent 19 years as an international tax lawyer before he and his wife Delian realized they wanted to change their lives. The concept for Roadmasters really began when Raymond and his mother, Adele Lincourt, bought a 1973 Triumph Spitfire (fondly named Spitzzy) for their family lake cottage on Keuka. "I always thought that I'd be collecting classic cars with my dad," Raymond says after sharing his father's passing in 2006. "Now I feel lucky to collect classics with my mom, who I think might like them even more than me." More than one story was shared of Adele burning rubber – especially with their immaculate 1979 Trans-Am. The idea for Roadmasters was hatched when Raymond began having a difficult time finding a place to store their classics and to have them serviced. "If someone could take all of the problems I was facing, like finding an accessible storage facility, quality service and roadside assistance geared towards classic car needs, and make that into a business, well, I'd be the first customer," Raymond said. In 2016 when a 21,000 sq. ft. manufacturing building came up for sale just a few minutes from their lake cottage, the question was presented to them: *if a year from now someone else was doing the business they were dreaming of, how would they feel?* The answer: *Like they had missed the opportunity of a life-time.* At that point, they decided to go for it. Raymond made the risky decision to leave his corporate job and asked Adele if she'd like to be his business partner. When she said yes things started rolling. Raymond says he had a lot of sleepless nights in the beginning. "But it has been incredibly freeing," and to really make it a family affair his sister Monica decided to join in as well. "She's been a force to reckon with," Raymond chuckles, "I love that this has become a family business." Raymond pauses, looking around the office full of motorcycle and classic car paraphernalia that not long ago was an empty room with a deteriorating ceiling. "We all love the idea of creating a place that makes it easy for people who aren't mechanics to keep their classics on the road. I want to create a club-style atmosphere and for Roadmasters to be a place for people to build community." The Roadmasters building hadn't been fully utilized for decades and was in serious disrepair when they bought it in April 2017. New friends and family have helped renovate the building, which he describes as being a lot of work but a ton of fun. "We just keep creating things we want to exist in this area, and it seems like those are things others are looking for as well." Raymond adds. "We're excited to have every aspect of Roadmasters up and running and show people what we're going to do."

### **3. What has helped you succeed and gain experience?**

"Experience comes daily," Raymond said. "We've had to learn a ton of things. Permits galore, applications for this and that." Raymond pauses to think then adds thoughtfully. "And great people have helped us get to where we are now. We have been lucky to meet wonderful people in the classic car and business communities. They've helped grow our business and have shown up to provide know-how just when we need it. We've been very lucky."

### **4. What inspires you?**

Raymond pauses after hearing this question, leaning on the quaint Jotul fireplace that's keeping the office cozy. "Our plans for the future." He finally says with a nod. "We're excited to see the business running at its full potential. We're on the cusp of creating a lifestyle for ourselves and it's exciting to be able to share that." He also shared that he is inspired daily by his wife, Delian. "She very easily finds the magic in every moment and reminds me to do so also. Every day she inspires me to keep going. My mother and sister have also been huge supports."

### **5. What keeps you up at night? What are your challenges?**

After the question is asked it's hard not feel the air go out of the room. "Nothing anymore." Raymond states with a straight face, "I sleep like a baby." Everyone pauses before he laughs. "That's not true. We have risked everything in doing this," Raymond says with a wave of his hand. "I could always go back to a corporate job, but after being away from it for two years - I don't want to! Running a small business has a lot of challenges. There's understanding regulations, all the steps required to keep growing, book work, taxes, and infrastructure maintenance, you name it. I sleep a lot better these days though. Our vision is coming to fruition and we're really grateful. Wonderful support has come from every direction and we feel blessed. As cliché as it sounds, we are shaping our own destiny. It's not what society would see as normal, but normal wasn't working for us. We decided we wanted something different."

### **6. What is your favorite local activity?**

Raymond says that he loves everything about lake life, from boating to wake boarding and taking the family puppy, Jo-Jo, swimming. He also enjoys other aspects of lake life, including food, music and wineries. "We love Keuka and can't spend enough time on it. Oh, and then there's the craft breweries. It doesn't get much better."