

Shop Gives New Meaning To Garage Sale

The Busted Knuckle Garage®

Warren Tracy believes that the most important room in the house is the garage. Of course, he would think that since his Prescott business, **The Busted Knuckle Garage**, sells gifts, clothing, furniture, gear and various other items for car and motorcycle enthusiasts.

We're talking desktop toolboxes, gas-pump cookie jars and, since the holidays are coming, miniature wrenches to decorate the Christmas tree. It even sells skin-care products for those busted knuckles.

The company recently caught the eye of *Entrepreneur Magazine*, which selected it as one of six businesses in the country to receive a year's worth of promotional and technical support from eBay and ProStores. The company's Web site, www.BustedKnuckleGarage.com, also received a makeover, and Tracy is profiled in the magazine this month.

He came up with the idea for the business 10 years ago when he was living at the bottom of the Grand Canyon managing Phantom Ranch. He woke up at 3 one morning and started doodling, only to realize the next day that he had come up with a logo and the name **Busted Knuckle Garage**.



"I had a name and a logo but no business to go along with them," he said. That soon changed, and he operated the business part time until 2001, when he jumped in full time. He runs a small retail operation in downtown Prescott, but most of his sales are through national catalogs, the Internet, gift shops and licensing agreements with large retailers such as Target and Pottery Barn. "We keep believing we've got something here, so we get up every morning and push the rock up the hill," Tracy said.

www.BustedKnuckleGarage.com

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