

Local company cracks prestigious list

by **GLENN COOK**

Saint City News

A local company is celebrating their meteoric rise in the business world and hoping to keep it going.

The Fast Track Group, located in Campbell Business Park, recently landed at No. 67 in the Profit 100, a ranking of the 100 fastest-growing companies in Canada that has been published by *Profit* magazine for the past 22 years.

Fast Track founder and CEO Darren Weeks said he was excited to see the company make the list and to share the honour with the rest of his employees.

"We're pretty pumped," Weeks said. "We just had a conference call with the whole team across the country on what we did. Most businesses fail, so to get on this list, which is pretty prestigious, I'm pretty pumped."

The Fast Track Group includes Fast Track to Cash Flow, Fight AIDS Save Taxes and Fast Track Capital, and Weeks said their main goal is to educate people on finance.

"People aren't taught anything about money in school, so we start teaching people about money and how to have them manage their money and take their finances into their own control," he said.

Over the past five years, the Fast Track Group's sales have grown by 929 per cent, and their staff has increased from

five people in one office to 102 in nine offices across Western Canada.

"Canada's fastest-growing companies are the poster children for entrepreneurship, innovation and pure tenacity," said *Profit* editor Ian Portsmouth in a press release. "They demonstrate what it takes to succeed in today's highly competitive, technology-driven global economy."

And The Fast Track Group has succeeded, even in a time of economic uncertainty, which Weeks chalked up to some unconventional business practices.

"One of the things I've been taught over the years is to do almost the exact opposite of what everybody else is doing," he said. "So when everybody else is cutting spending, literally in the past couple of years, we've doubled our advertising, our marketing, our spending and our staff. When times are going tough, you've got to put more money into marketing so you don't feel the pinch."

Weeks gained some notoriety earlier this year when Fast Track Capital became the title sponsor of the Canadian national luge team, and he put up a \$1 million reward for any luger who won a gold medal at the 2010 Winter Olympic Games in Vancouver.

With economic indicators pointing upwards again, Weeks doesn't see the company's growth slowing down anytime soon.

"Because we did what we did [during the recession], we have

more profits, and we can invest that profit in new people, new technologies, even more advertising, and the fact we're going to have to build a new building, because we're too [big] for our building now," he said.

And being listed on the Profit 100 shows that the Fast Track Group is doing something right, Weeks said, and that the room is there to grow in the future.

"It shows people in the company and the community that we're doing things for the right reasons," he said. "We really believe that our growth is due to our mission, and that is to help people. My mentors always taught me that, if you want to have a successful business, you have to do things for the right reasons and to help people."

The full listing appears in the June issue of *Profit* magazine.



Darren Weeks

Fast Track Group CEO

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