



Letting Go To Lead

The Mindset Shift That Turned
Brogans Outdoor Services into a
Scalable, Purpose Driven Company



INTRODUCTION



Some stories just write themselves. Brogans Outdoor Services is one of them.

The company began with two teenagers, a stack of flyers, and a willingness to work. At sixteen, Logan Scott and his future wife, Brooke, spent weekends mowing lawns, hauling debris, and taking on whatever odd jobs neighbors needed. Through high school and college, the work continued with friends pitching in as part time help. After graduation, Logan tried the corporate world but found little purpose in it. Brooke pursued a master's degree in business, and Logan made the decision to go all in on the fledgling company.

Brogans grew steadily through word of mouth. Customers trusted Logan because he showed up, followed through, and cared about the work. By the time he formed the LLC in 2019, the business had already become a recognizable name in the community. What he lacked in corporate fulfillment, he found in the appreciation of customers who valued the quality and reliability of his work.

But early success brought its own kind of pressure. Logan was doing everything including sales, scheduling, field work, customer communication, and the thousand invisible tasks that keep a small business alive. Growth accelerated, but so did the strain. The team expanded from three to twelve employees, yet Logan's workload only intensified. The momentum was exciting, but burnout was quietly taking root. The question became unavoidable: **could he sustain this pace without breaking himself in the process?**

THE TURNING POINT

The turning point came when Logan sought help from a personal coach who challenged the belief that he had to carry everything alone. That mindset shift opened the door to a new way of leading. Logan hired Spencer Chamberlain, a high capacity individual with corporate experience and a gift for organization. Spencer stepped into field operations and quickly absorbed responsibilities across marketing, administration, and customer communication. For the first time, Logan could step back from day-to-day administration and focus on sales, networking, and strategic growth. Revenue doubled within a year. What had once been a hustle was becoming a true enterprise.

At the same time, Logan invested heavily in coaching, mindset work, and entrepreneurial peer groups. He also refined a business model that allowed Brogans to expand services without expanding overhead. Acting as a general contractor for outdoor projects, the company leveraged trusted subcontractors for specialized work while maintaining quality control under the Brogan brand. This approach generated significant revenue growth while keeping operations lean and scalable.



THE ENDURIUM DIFFERENCE

It was during this period of transformation that Logan brought on Endurium Advisors, following a recommendation from his life coach. The decision reflected his growing commitment to surround himself with experts who could help him scale the business the right way.

After conducting a comprehensive assessment of the company, Endurium helped Logan establish the structure, clarity, and financial rigor needed for the next stage of growth. Their support provided the back-end stability that freed Logan to focus on sales, strategy, and culture rather than administrative demands.

- Endurium manages bookkeeping, financial tracking, marketing strategy, and operational performance indicators, enabling clarity and timely decision making.
- To strengthen these functions, Endurium assigned two dedicated advisors, Dmitri Fabro for finance and Allison Kocis for marketing providing consistent, specialized support.
- Dmitri and Allison work closely with Logan and Spencer under the guidance of Endurium's executive advisor, Lee McCarty, ensuring alignment with the company's broader strategic direction.
- Their support extends to banking relationships and coordination with Logan's external accountant, creating a seamless financial management ecosystem. Logan's decision to grant Endurium full access to financial data enables accurate reporting and informed strategic advice.
- Logan began reinvesting profits to build healthy cash reserves, ensuring the company could meet operational needs with consistency and confidence.

THE IMPACT

With this framework in place, Logan can now monitor enterprise value in real time and plan confidently for scaling the business to \$10 million and beyond.

Reflecting on the transformation, both personal and organizational, Logan shared: "The biggest change for me was a mindset shift, from trying to do everything myself to building the right team and systems. Endurium Advisors has played an important role in helping bring structure and clarity as we continue to grow Brogans Outdoor Services." Logan's decisions have positioned Brogans Outdoor Services to grow and sustain itself well into the future.

Perhaps most rewarding for Logan has been watching his team step up and flourish as he shifted out of daily operations and into true leadership. Seeing others grow into their roles has reinforced his belief that leadership isn't about doing everything, it's about creating the conditions where others can excel.



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