**A brown building with many windows

AI-generated content may be incorrect.**

**From Military Service to Entrepreneurship: Kyle Keuhl’s Journey to Business Success**

For some, entrepreneurship is a lifelong ambition; for others, it’s a path they discover through experience, hard work, and a willingness to take risks. Kyle Keuhl’s journey is a powerful testament to recognizing opportunities, betting on yourself, and building businesses that challenge the status quo. From serving in the Iowa National Guard and deploying to Afghanistan to launching multiple successful businesses, Kyle has proven that resilience and adaptability can lead to entrepreneurial success.

**A Military Foundation and the First Steps into Business**

Born and raised in the Quad Cities, Kyle attended Pleasant Valley High School before joining the Iowa National Guard. In 2010, he deployed to Afghanistan, an experience that gave him a deep sense of discipline and leadership. Upon returning, he pursued a business degree in Entrepreneurial Management at the University of Iowa, graduating in 2013.

After college, Kyle took a corporate job at HNI Corporation, a major furniture manufacturer in Muscatine, Iowa. While he valued the experience, he soon realized that corporate life wasn’t for him. He transitioned into sales and finance at Greenview GMC, where he met a mentor who introduced him to real estate investing—a moment that would change his career trajectory.

**Jumping into Real Estate and Franchising**

Kyle’s first step into entrepreneurship came through real estate investing. Inspired by a simple breakdown of rental property profits from a colleague, he cashed out his military retirement savings to purchase his first duplex. Over time, he reinvested his earnings, growing his real estate portfolio to four properties by 2018.

That same year, Kyle recognized another business opportunity. Frustrated with high real estate commissions when selling his home, he discovered FSBO Homes, a franchise specializing in flat-fee real estate services. Seeing a gap in the Quad Cities market, he decided to take a leap of faith, opening his own FSBO Homes location in April 2018. Despite initial challenges in brand awareness and marketing, the business quickly gained traction, disrupting the traditional real estate model and saving clients millions in commissions.

**Expanding into Technology Education: Code Ninjas**

Entrepreneurs often recognize patterns in unmet needs. In 2021, Kyle noticed that the Quad Cities lacked quality STEM education programs for young children. Inspired by his son’s love for puzzles and video games, he discovered Code Ninjas, a franchise that teaches kids computer coding through game development.

Seeing the potential for growth, Kyle and his fiancée traveled to Houston to meet with the franchise’s executive team. Within weeks, they committed to opening a Code Ninjas location in Davenport. The business launched in June 2021, quickly enrolling over 600 students and introducing programs in coding, robotics, and STEM education.

Unlike FSBO Homes, which targeted baby boomers, Code Ninjas required an entirely different marketing strategy, focusing on mothers of young children through social media advertising. This adaptability in business strategy highlights Kyle’s entrepreneurial skillset—identifying markets, understanding consumer behavior, and effectively positioning a brand.

**Lessons in Entrepreneurship from Kyle Keuhl**

Kyle’s journey offers valuable insights for aspiring business owners:

1. **Bet on Yourself** – Leaving corporate security for entrepreneurship is risky, but Kyle’s success proves that confidence and execution pay off.
2. **Recognize Real Needs** – Both FSBO Homes and Code Ninjas were built on genuine market gaps, rather than just chasing trends.
3. **Master Your Target Market** – Identifying the right audience and knowing where they spend their time (TV for real estate, social media for coding programs) is key to business growth.
4. **Invest in the Right Team** – Hiring skilled employees and paying them well creates long-term business sustainability.
5. **Take Calculated Risks** – From investing his military savings into real estate to front-loading advertising expenses, Kyle knew that smart risks lead to strong returns.

**Looking to the Future**

Beyond FSBO Homes and Code Ninjas, Kyle has continued his entrepreneurial journey, exploring opportunities in aviation with his fiancée, a pilot. He also recently stepped into public service, running for U.S. Congress in Iowa’s First Congressional District to bring his business-minded approach to politics.

From the military to real estate, franchising, and education, Kyle Keuhl’s story is a blueprint for recognizing opportunities, taking decisive action, and building businesses that make a real impact. His journey proves that with determination, adaptability, and a willingness to challenge the status quo, entrepreneurship can lead to limitless possibilities.