

Rockin' Rollin' Party Couple Finding Success With Mobile Game Trailers



GLENN M. SIDES/The Pilot

Edward and Dana Gainer have expanded their mobile game trailers business, Rockin' Rollin' Video Game Party, to include a roster of 52 independent mobile game theater business owners across the country.

Posted: Tuesday, June 24, 2014 4:25 pm | Updated: 4:29 pm, Tue Jun 24, 2014.

Ted M. Natt Jr., staff writer | 0 comments

When Edward and Dana Gainer became Rolling Video Games owners four years ago, they were promised a protected territory within a 40-mile radius of Pinehurst. It didn't last.

"We got done wrong," Edward Gainer said.

"Dana and I felt like we were morally robbed." Dana Gainer has a different take on the owner of Rolling Video Games.

"If I saw him today, I'd give him a hug," she said.

That's because the Gainers, who are both U.S. Navy veterans, decided in late 2011 to build their own mobile game trailers under the name Rockin' Rollin' Video Game Party.

"We never got a lawyer," Edward said. "We

just walked away. We had to completely rebrand, but it made perfect sense."

Today, the company has a roster of 52 independent mobile game theater business owners across the country.

"We offer families a turnkey business for under \$73,000 and help them get started with their social media, website, and online and in-person training," Dana said. "We don't gouge people. They get their own logo, so they have their own brand name. When you're working in towns, you don't want to be a franchise."

The Gainers earned \$100,000 in 2011 just serving birthday parties and other events with their initial trailer, which has four wide-screen high-definition televisions mounted on a wall in front of custom seating with built-in vibration motors synched to the on-screen action, with speakers front and back.

That number jumped to \$630,000 in 2012 and \$1.4 million last year after the rebranding and change in mission, thanks to word of mouth and referrals.

"We've already matched our gross revenue for last year, and it's only May," Edward said.

"We sell more of these game trailers than anyone else. When we started, I figured we'd just try it and see how it goes. I didn't think we'd even sell one. We had no pictures. We'd never built one."

"But everybody we've put in business is still in business. We've got happy people that have bought from us. That makes us happy."

The trailers are made in Indiana and shipped to the company's West End warehouse about 60 percent complete.

"Basically, the exterior is done," Edward said. "We completely outfit the inside, customizing it to customer needs. We buy our game systems and televisions at Best Buy in Aberdeen, sometimes spending \$30,000 in one visit. They like us there."

Each trailer, which serves as a rolling billboard for its owner, has everything linked so at least 16 players can play the same Xbox 360, Wii or PlayStation 3 game — or against each other. There are no single-player games, because the goal is to see a group bond and have a good time.

In addition to birthday parties, the trailer can be wheeled to fundraisers, churches, schools, corporate team building, festivals or any other group event.

The Gainers still operate their trailer, charging \$319 for two hours Friday through Sunday and \$289 the other four days of the week. Churches, schools and nonprofits pay \$100 per hour.

"I think it gives you more credibility with potential customers when you continue to run your own game trailer," Dana said. "I'm getting four to five inquiries per day for trailers."

Things are going so well the Gainers recently purchased 10 acres on N.C. 690 in Vass to consolidate their operations. Plans call for a personal residence, 5,000-square-foot finishing shop with four bays and an office, and a building to house the trailer they currently store in Aberdeen.

"Instead of being in three different places, we'll be in one, so I'm excited," Dana said.

The company has grown from just the Gainers to seven full- and three part-time employees. "We are now branching out and building laser tag trailers as well," Dana said. "Our owners are already asking about them. They want to add laser tag."

She added that customer service helps set their company apart.

"We answer the phone, even after hours," Dana said. "If it's about marketing, they call me. If it plugs in, they call Edward. I think the biggest things we do is help our customers get found. We do all their social media. We set up their website to market to their area. I teach them to create excitement before we deliver their trailer."

"You can't build it and wait for the phone to ring."

Even Disney has inquired about a stationary unit that would be placed in front of the PlayStation Pavilion at ESPN Wide World of Sports at Disney World in Orlando, Fla.

"That would be pretty cool," Edward said. "I would love to sell that."

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