

Julie Capron Introduces Hyperlocal Platform to Support Community-Rooted Businesses in Michiana, Indiana

Michiana Local Link launches to help residents easily find vetted local businesses and discover trusted community resources.

MICHIANA, IN, UNITED STATES,

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EINPresswire.com/ -- [Julie Capron](#) has officially launched [Michiana Local Link](#), a new hyperlocal digital platform created to connect residents with vetted local businesses and essential community resources in Michiana. The platform aims to solve a long-standing challenge in the region: residents struggling to find trustworthy local service providers while high-quality local businesses often remain overlooked.



Capron, a broker with [Michiana Realty](#), was inspired to build the platform after noticing frequent requests for recommendations in local Michiana Facebook groups. "I kept seeing posts like, 'Does anyone know a good plumber in Michiana?' or 'Can someone recommend a reliable electrician near me?' — the same questions again and again," she shares. "Residents needed reliable options, and businesses needed visibility, but everything depended on word-of-mouth or national platforms that don't understand our local community."

To address this gap, Michiana Local Link uses a thorough business vetting process that prioritizes locally owned businesses, Michiana service providers, and companies truly rooted in the region. Capron personally interviews each business owner before featuring them, evaluating factors such as local ownership, employment of area residents, years of service in the region, and participation in community organizations and events.

"National platforms like Yelp or Angie's List are built for scale, not community," Capron explains. "They don't distinguish between a contractor who actually lives and works here versus someone

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Julie Capron

from out of state who just services our zip code. Michiana Local Link is built by someone who lives here, for people who live here, highlighting trusted local businesses in Michiana that reflect our community values.”

Each business featured on the platform receives a detailed profile showcasing its story, specialties, services, and local involvement. This approach allows the platform to function as a referral-driven network in Michiana, enabling residents to quickly find reliable local providers based on their needs.

Looking ahead, Michiana Local Link plans to expand by incorporating community events, local activities, and additional neighborhood resources. These enhancements align with Capron’s goal of building a comprehensive community resource for Michiana, strengthening local economic ties, and increasing visibility for local Michiana businesses committed to the region.

About Michiana Local Link

Michiana Local Link is a hyperlocal community platform connecting residents with vetted local businesses in Michiana. Founded by Julie Capron, a broker with Michiana Realty, the platform highlights trusted service providers who demonstrate genuine investment in the region through community involvement, local ownership, and long-term commitment.

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