

# **Business Plan©**

Minor Adjustments Transitional House  
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This document is confidential.

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## **Executive Summary**

- A. Vision/Mission Statement
- B. Company Summary
- C. Products/Services
- D. Market Assessment
- E. Financial Plan

## **Vision/Mission Statement and Goals**

### **A. Mission Statement**

The primary purpose of Minor Adjustments Transitional House is to help individuals coming from incarceration or rehabilitation facilities to make a smooth transition back into their communities.

### **B. Goals and Objectives**

We are a Self-run, Self-Supported, Drug and Alcohol-free house in which residents govern themselves. For some individuals, returning home to their old environments where they used drugs and committed crimes will be stressful and triggering, so the Minor Adjustments Transitional Housing serves to help those individuals to maintain their recovery. We rely on using a family-like atmosphere to educate the residents on gaining life skills, motivation, productive living, spirituality, success, and coping skills in a safe environment.

### **C. Keys to Success**

For us to succeed we first, must generate some capital from family members, sponsors, investors and or grants, second, we need to secure appropriate housing that we are looking to own, rent, lease receive as a gift in an effort to remodel and furnish. Also, develop an operating budget, and put resident managers in place.

# Company Summary

## **A. Company Background**

Minor Adjustments Transitional House will be in every county wherever possible. The program was created by Michael and Lernel Williams. Who also runs the Minor Adjustments Program which is an 8 - week course that they teach in different facilities, after being successful in helping people in that area they decided to start branching out to help people in another area which is helping them gain some foundation after rehabilitation. Minor Adjustments Transitional House is not a treatment facility, and it is not affiliated with Alcoholics Anonymous or Narcotics Anonymous, organizationally, or financially, but the transitional house residents realize that only active participation in Alcoholics Anonymous and/or Narcotics Anonymous, Celebrate Recovery, Victorious Living, or Church offers the assurance of continued sobriety. We are simply an alcohol and drug-free living environment in which residents govern themselves, we provide an opportunity for recovering individuals to live as a family unit that is focused on the need to change their individual lifestyle to one free of alcohol and drug use and or criminal lifestyle. One of the obstacles for a person struggling with a substance use disorder is the lack of structure, we believe that the family is the vision, and the vision is the family, that's why our houses are structured and considered a single-family household.

## **B. Resources, Facilities, and Equipment**

Minor Adjustments Transitional House will be equipped with everything that will make life comfortable for the residence transitioning back into their daily lives after rehabilitation. They will be fully furnished, and offer the following things: WiFi Internet, Basic Cable Television, or internet-based television, Land-line telephone access, appliances (including coffee maker, computer and microwave), coffee, cream, sugar, toilet paper, paper towels, hand soap, dish soap, all cookware, dishes, and silverware, trash bags, all household utilities, and various cleaning supplies.

## **C. Management and Organization**

Mr. Michael L. Williams, Jr. Director

Mrs. Lernel L. Williams Director

Mr. Michael Johnson Male House-Assistant Manager

Mrs. Chanti Harris Female House- Assistant Manager

The president and/or director will conduct performance reviews with all resident managers. The educational background of the management team members is as such: Michael L. Williams, Jr CADC, CRPS, Lernel L. Williams LPN, Michael Johnson Business Administration, Mrs. Chanti Harris Associate in Nutritionist. Our management team has avenues for personal development.

## **D. Ownership Structure**

Each individual Minor Adjustments Transitional House is given a number after it (i.e House 1, House 2, etc.) which makes it a part of the network of Minor Adjustments Group, Inc recovery houses. The organization maintains the sole right over the individual Houses exercising authority over the policies and monitors the activities of each house. In this way, Minor Adjustments Group, Inc. remains responsive to the needs of the population it serves.

## **Products and/or Services**

We explain the purpose of the Minor Adjustments Transitional House which is to provide a safe Drug & Alcohol-free place to live where they can pursue their recovery. We go over our sober living policies, rules, and regulations sheet. Take them to their first Twelve-Step meeting, Church Services, Minor Adjustments meeting or other community support meetings if they need a ride. Explain the importance of getting a sponsor or a mentor in the church to assist them thru the steps as rapidly as possible. During their first week, we will take them to local non-profit agencies to receive donated food and clothes (sometimes a bicycle). Then if needed we begin the process to get I.D., Birth certificates, Social Security card, etc.

# **Market Assessment**

## **A. Examining the General Market**

Minor Adjustments Transitional House was established to service those needing help transitioning back into society in New Jersey and other cities around the world. We will ensure that we target both self – pay residents and those needing assistance from places around the county.

Generally, those who need the services of sober living houses are the incarcerated or rehabilitated population and perhaps those who need daily help.

The fact that we are going to open our doors to a wide range of residence does not in any way stop us from abiding by the rules and regulations governing the sober living housing industry in the United States. Our resident managers will be well – trained to effectively run the houses in a family manner.

## **B. Strength**

Our strength lies in our Faith in God and the fact that we have a team of well-qualified professionals manning various job positions in our organization. As a matter of fact, they are some of the best hands to handle the type of resident's we will be dealing with due to their own personal experience in the field. The Board of Directors maintains the sole right to the Minor Adjustments Transitional House and remains responsive to the needs of the population it serves.

## **C. Weakness**

The Minor Adjustments Transitional House is a new endeavor, and we may not have the financial muscle behind us just yet to sustain the kind of publicity we want to give our establishment and also to attract some of the highly experienced hands in the sober living house industry.

## **D. Opportunities**

The opportunities that are available to a transitional house are unlimited considering the fact that we have a growing addiction and rehabilitation population in the United States, and we are going to position our homes to make the best out of the opportunities that will be available to us in New Jersey and worldwide.

# Financial Plan

## A. Financial Projections

Example: **\$1800** per month rental or mortgage payment (including taxes and insurance)

**\$600** utilities (gas, electric, water, etc.)

**\$400** cable, phone, and internet

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**\$2,800 total monthly estimate**

**8 people @ \$640=\$5,120**

**Cornerstone Care Centers Incorporated (855) 287-8763**  
**Jewish Family Service of Atlantic & Cape (609)343-2277**

**1 manager@430= \$430**

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**Income \$5,550**

**Expenses \$2,800** (*Includes 5% vacancy, Repairs, and "no pay"*)

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**Profit \$2750**

Future support for the Minor Adjustments Transitional House and the future expansion will be developed through profits and traditional fundraising techniques. Minor Adjustments Transitional House will look for support through individuals, churches, and corporate sponsors. Recidivism statistics will be recorded and analyzed to document the program's effectiveness, with an eye towards approaching the local government for additional funding. We hope to be able to demonstrate that our sober living house is saving local governments money, with the idea that they might share those savings through additional financial support.

## B. Contingency Plan

Our contingency plan is we will try to obtain grants and investors in other areas outside of our field to help us obtain houses to get the Minor Adjustments Transitional House started with the hopes of "Renting to Own" which typically means the owner of these houses will promise to sell the property to us for a certain price within a certain time frame.