

**PLAN #21**  
**HANDYMAN**







## #1.) INTRODUCTION

I want to start my own Handyman Business in the Bergen County area of New Jersey. I wish to presently stay anonymous...for good reason. My first name is Henry.

- A.) I am 44 years old. I've worked in many manual labor jobs over the years. I like to do Carpentry work. I like to fix things. I've driven truck, worked in warehouses, been a security guard, driven taxis, and have done a wide variety of other jobs. At all my different jobs, I've been called upon to fix things and make them work. And I like that.
- B.) Many folks don't understand the main reason that folks leave manual labor jobs. It's the horrible bosses that harass laborers that stinks. Virtually in every job, I get a boss that bullies me. No appreciation for my work. No helpful hints to do things right. No encouragement to do better.
- C.) AND I CAN MAKE A LOT MORE MONEY AS A HANDYMAN.
- D.) The focus of my business will be to SERVE residences and small business within the Bergen County market. Bergen County is a very affluent County. Perhaps one of the most affluent Counties in the USA.
- E.) I've been considering this move for quite some time. Actually, I've been obsessed over it for the past 4 years.
- F.) I will serve my clients by offering a 1-stop contact source for their handyman needs. I'm very good at Carpentry work.
- G.) I'm also good at roofing & siding work, painting, 85% of plumbing related work, and 50% ok working on electrical issues. I'm also great with appliances. I can install garbage disposals, repair minor washing machine and dryer problems. I know 90% of what goes wrong with dishwashers...and can fix many problems. I can install ceiling fans, fix flood-patches on ceilings, and rip-out and repair rotted wood issues. There's virtually nothing I won't attempt to fix in a home.
- H.) You need your new door hung? Do you need minor water marks and damage to your living room ceiling repaired and painted? Do you need your new garbage disposal installed and your 4-year-old dishwasher repaired? Do you need the front window ripped out, the rotted windowsill repaired, and your window to be re-installed? You name, I can do it.
- I.) I've been steadily saving to do this for the past 4 years. I finally worked up the nerve to actually do it. I'd like to start as soon as possible.
- J.) It's simple. I have worked in many labor jobs for 25 years. I would like to have my own Handyman business truck and my own equipment to offer my services.
- K.) I'm looking for a Capital Infusion of **\$17,750.**



## #2.) EXPERIENCE AND TIME MANAGEMENT

- A.) I've done Carpentry and HANDYMAN work for the past 25 years; working for several different companies...and in various different jobs. I want to have my own HANDYMAN business.
- B.) I plan to do this business on a Full Time-Basis.
- C.) I'm looking for an Initial Investment of **\$17,750**.

The specific use of the **\$17,750** is as follows:

Purchase Used Work Van	\$10,000
Retro-fit and van upgrades	\$ 500
(1) New table saw	\$ 750
(1) New All-Purpose Tool Kit	\$ 250
(1) New Cordless Drill	\$ 250
(1) New Chainsaw	\$ 400
(2) New ladders and work planks	\$ 500
NEW: Shovels, Rakes, Wheelbarrow, Buckets, Ext Cords, Tree Cutters, Electric Starter, Gas Cans, clamps, and more	\$ 500
(2) Mobile Worktables	\$600
(1) New Snow Blowers (\$750 each)	\$750
(1) Steel Trailer Extension to haul equipment with Van	\$1,750
(7) Trash Cans and Waste Management Units	\$ 500
Signs and Advertisement Promotion	\$ 500
Accounting and Legal	\$ 500
Total	\$17,750

The specific type of issues for Henry are:

- **KEY Main Point of Contact** – Henry will be the main point of contact for this business. The Investor can speak with Henry at any time regarding any issue. Henry is an experienced and proven HANDYMAN...having proved himself in many different jobs ant many different companies. Henry is physically and capable of running this business.





- Effectively, Henry is the new business. His ability and energetic approach everyday will make this a success.
- Henry will earn a salary/take a draw of \$2,500 per month from HANDYMAN activities. Salary will be reviewed every 3 months.
- Henry may hire part-time help, as needed.

A.) **The New Company name and Information:**

- Company Name: Henry's HANDYMAN Services
- Ownership %: 50% - Henry  
50% - Investor\*\*\*  
\*\*\*% ownership changes upon total payback.
- Office location: Bergen County, NJ
- Bank: Wells Fargo Bank

B.) Pricing, Margins and Charges - TBD

C.) Henry is 44 years. He has 25 years of HANDYMAN and Carpentry experience. This represents a unique opportunity to make some money — for the investor and for Henry.

### #3.) CASH FLOW

Involves the **inflow and outflows** of cash... and that is the focus of this Section. Some aspects of cash flow involve the use of the initial cash investment. Some expenses may be missing from the first year's cash flow and accompanying graphs...We should view the cash flow in this light.

A.) This cash flow analysis involves the cash flow for the new company, Henry's HANDYMAN Services.

B.) Accordingly, a very succinct Monthly 1<sup>st</sup> year's cash flow is as follows:



Monthly Cash Inflows (Income) After 3 Months		Monthly Cash Outflows (Expenses) After 3 Months	
Projected 23 days work each month x \$250/day = \$5,750	\$5,750	(20) hours of Part-time workers help per month. (\$20 bucks an hour x 20 = \$400).	\$ 400
		Trash Expense	\$350
		Miscellaneous	\$450
		Salary for Henry	\$2,500
		Gas/Travel expenses	\$ 700
		Advertising and Solicitation	\$ 100
		Accounting	\$ 250
		Miscellaneous	\$ 250
		Dividend (7%)	\$ 103
		Payback to Investor (36 months/\$493 mth)** start payback in 6 months	\$ 493
<b>Total Monthly Income</b>	\$5,750	<b>Total Monthly Expenses</b>	\$5,596



**SUMMARY OF PROJECTION#1 CASH FLOW:** A rough Summary of the monthly Cash Flow is Cash Inflows (Income) of 5,750 – Cash Outflows (Expenses) of \$5,596 = **\$154 Positive Monthly Cash Inflow.**

#### **#4.) CONSTANT STREAM OF CUSTOMERS**

Much of this HANDYMAN PLAN needs to focus on how to obtain a Constant Stream of Customers. Here is a list of pro-active prospecting activities that we will need to implement to ensure that we have a constant stream of customers.

- a.) 10 proactive calls by Henry each day.
- b.) Networking by Henry: 3 nightly social gatherings a month.
- c.) 75 new postcards to be mailed out each week.
- d.) Start a 5 x 8 index card system; transfer daily results into Microsoft data base each Sunday evening.
- e.) Break-even per month is achieved at \$250/day. All efforts must be made to reach \$250/day — the breakeven point—as soon as possible. This includes the monthly payback to the Investor





There are **5 specifics things** that Henry is accountable for each day:

**What will he do (specifically)?**

- 1.) Make phone calls while driving to different jobs.. Answer phones calls. Run the company.
- 2.) Arrive on time, do the job, make it work.
- 3.) Proactively make prospecting phone calls each day.
- 4.) Solve any problem or concerns.
- 5.) Keep track of all incoming expenses.
- 6.) Keep VAN and all equipment serviced properly.

**When will he do it?**

- 1.) His hours are from 8:00am to 8:00pm; he is an entrepreneur... he is on 24/7.
- 2.) He is responsible for all aspects of the company each day.
- 3.) He must keep on track with his Executive Book and Daily Plan each day.

**How will this prospecting work?**

- 1.) Telephonically, pick up the phone. Realtors, Painters, Electricians, Trades People.
- 2.) Focus on Residences and small businesses.

**Why do it at all?**

- 1.) Prospecting works.
- 2.) Need to keep score.
- 3.) Other advertising will follow in 3 - 6 months.

**How much should we call?**

- 1.) As much is needed ...can be adjusted
- 2.) Henry will serve as the communication-hub of the new business.





## #5.) DAILY PLAN

### A.) Daily Plan for Workflow

- 1.) An Executive Notebook, which describes a Daily Plan of Action, will be completed daily by Henry.
- 2.) Daily Plan is not optional.
- 3.) Henry will write down the activities of the day.
- 4.) Part-time worker will be updated daily/weekly by using a calendar.
- 5.) Reality: PT worker will constantly be available for Henry.
- 6.) Henry will work with the accountant to stream-line the banking, email, financial, and scheduling activities.

### B.) Daily Plan for Henry.

- 1.) Develop communication processes (i.e., Billing, E-mail, Communication with clients, Communication with workers, Use of Book-Keeping Software).
- 2.) Review appropriate information with worker and client on a daily basis.
- 3.) Keep Executive Book with you at all times.
- 4.) COOPERATE with PT worker and client.

### C.) Daily Plan for Part-time worker

- 1.) Incorporate Daily Plan of Henry with your schedule.
- 2.) Communicate quickly and consistently with Henry.





## #6.) ORGANIZATION

Organization is 1 of the 10 Components of creating a Fully Developed Plan. When you are organized, you are serious about your work. When you are disorganized, you have little chance of succeeding.

### A.) Organize your Target Market

- 1.) Target Residential Homeowners...Small Business Owners in the Bergen County marketplace.
- 2.) Target Affluent Neighborhoods.
- 3.) Target Part-time workers... to help when needed.

### B.) Organize your Clients

- 1.) Understand - the 80-20 Rule.
- 2.) Identify – know who your top 40 - 45 Clients are.
- 3.) Categorize/Segregate... don't waste your time on time-wasters.

### C.) Organize your Desk

- 1.) Henry needs to keep his Desk & Van organized.
- 2.) Henry will handle all BILLING (80% of the billings should be electronically).
- 3.) Daily Action Plan needs to be writing down each day by Henry and texted to the PT worker.



## #7.) PERSONAL PREPAREDNESS

### A.) Are you ready to do this?

- 1.) Henry and the Part-time worker need to speak to each other to evaluate the next day's activities and plan for the next day's needs.
- 2.) Henry has sufficient energy to entertain this business.
- 3.) HENRY wants this to be his retirement business income.
- 4.) This refocusing of his business life will be more profitable and a bit less stressful for him as he gets older.

### B.) Personal Assessment

- 1.) Henry is 44 years old. His physical and mental health is excellent.
- 2.) Henry is excited to transition to his new HANDYMAN business; and to focus on Residential Homeowners and Small Business.
- 3.) There are no personal, business, or other obligations in his life that will impede him from doing these new businesses.

### C.) Compelling Reasons.

There are **3 primary things** that Henry wants from this business.

- 1.) Re-focus this business, and his life, to serve as Henry's primarily source of income. To get rid of Bully-Bosses in his life.
- 2.) After 1 year, Henry may choose to sell this type of business as a business opportunity (nationally ... after 1 year of operations).
- 3.) To allow Joseph more flexibility– and to earn more income.





## #8.) PROJECTIONS

I'll present 3 different Projections Scenarios ... which are Projections. The 1<sup>st</sup> Projection is from the CASH FLOW of this presentation. The last 2 Projections are just changes to the amount of business generated ... or jobs completed.

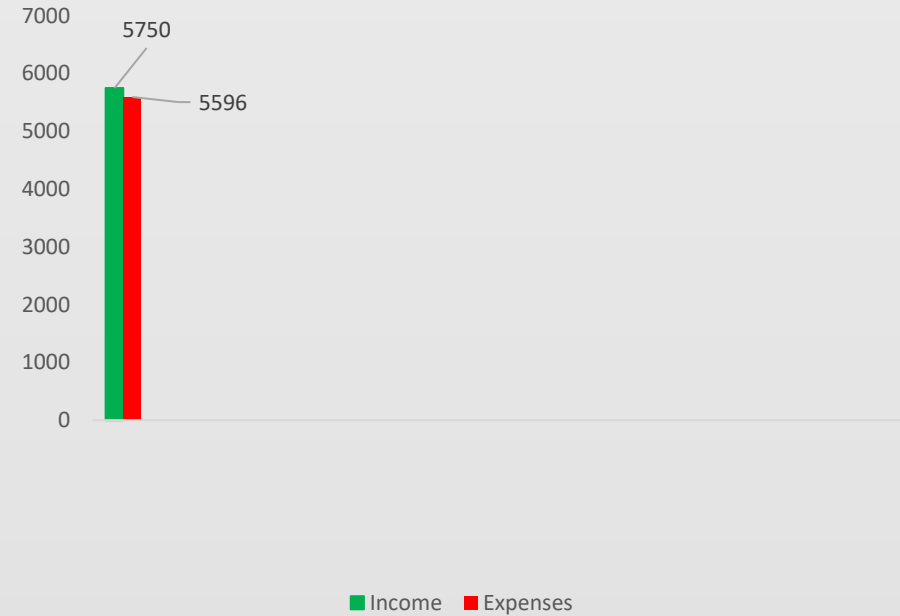
These Projections are simply meant to illustrate the projected revenue from activities. Four additional things to consider:

- 1.) These Projections have nothing to do with his present business.
- 2.) These Projections can be altered and reconfigured at any time.
- 3.) These Projections **involve a 1-time Capital Infusion of \$17,750.**
- 4.) These Projections should be reviewed with Henry and the Investor – against actual revenues – to determined actual expectations, going forward.



## PROJECTION SCENARIO #1

Monthly Cash Inflows (Income) After 3 Months		Monthly Cash Outflows (Expenses) After 3 Months	
Projected 23 days work each month x \$250/day = \$5,750	\$5,750	(20) hours of Part-time workers help per month. (\$20 bucks an hour x 20 = \$400).	\$ 400
		Trash Expense	\$350
		Miscellaneous	\$450
		Salary for Henry	\$2,500
		Gas/Travel expenses	\$ 700
		Advertising and Solicitation	\$ 100
		Accounting	\$ 250
		Miscellaneous	\$ 250
		Dividend (7%)	\$ 103
		Payback to Investor (36 months/\$493 mth)** start payback in 6 months	\$ 493
<b>Total Monthly Income</b>	\$5,750	<b>Total Monthly Expenses</b>	\$5,596

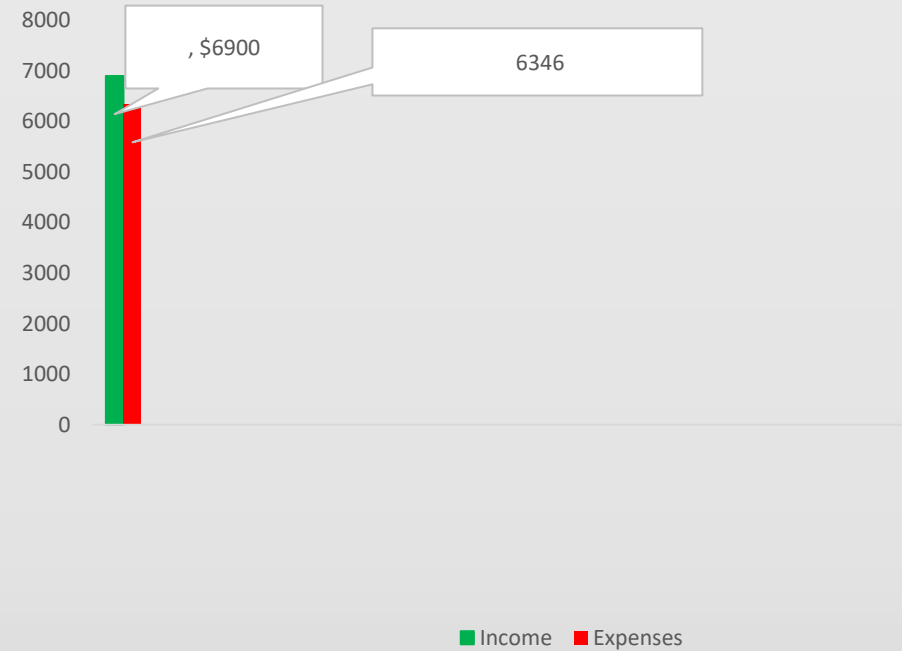


**SUMMARY OF PROJECTION#1:** A rough Summary of the monthly Cash Flow is Cash Inflows (Income) of 5,750 – Cash Outflows (Expenses) of \$5,596 = **\$154 Positive Monthly Cash Inflow.**



**PROJECTION SCENARIO #2**

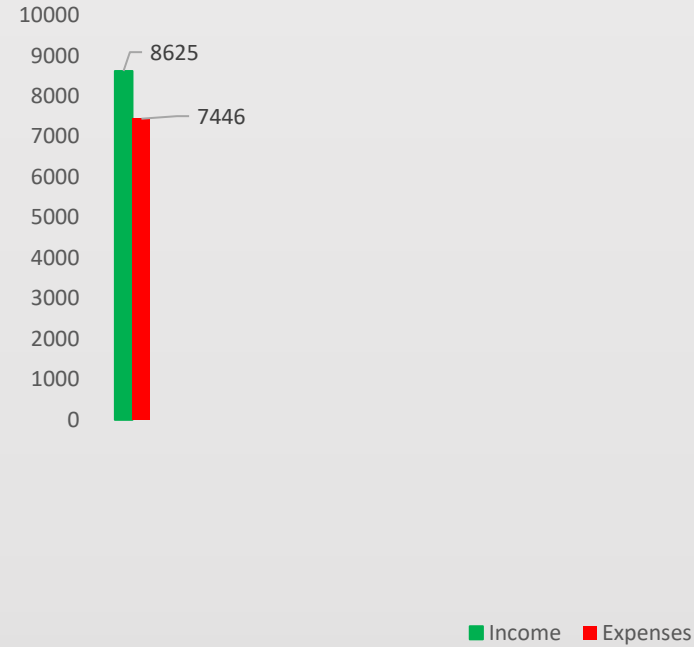
Monthly Cash Inflows (Income) After 3 Months		Monthly Cash Outflows (Expenses) After 3 Months	
Projected 23 days' work each month x \$300/day = \$6,900	\$6,900	(30) hours of Part time workers per month (\$20 per hour).	\$ 600
		Trash Expense Miscellaneous	\$400 \$600
		Salary for Henry	\$3,000
		Gas expanses	\$ 900
		Advertising and Solicitation	\$ 100
		Accounting	\$ 150
		Dividend (7%)	\$ 103
		Payback to Investor (\$17,750/36 months/\$493 mth)	\$ 493
<b>Total Monthly Income</b>	<b>\$6,900</b>	<b>Total Monthly Expenses</b>	<b>\$6,346</b>



**SUMMARY OF PROJECTION#2:** A rough Summary of the monthly Cash Flow is Cash Inflows (Income) of \$6.900 – Cash Outflows (Expenses) of \$6,346 = **\$554 Positive Monthly Cash Inflow.**

**PROJECTION SCENARIO #3**

Monthly Cash Inflows (Income)		Cash Outflows (Expenses)	
Projected 23 days' work each month x \$375/day = \$	\$8,625	(60) hours of Part time workers per month. (\$20 bucks an hour)	\$1,200
		Trash	\$250
		Miscellaneous	\$500
		Gas & related travel	\$1,250
		Salary for Henry	\$4,500
		Advertising	\$ 100
		Dividend (7%)	\$ 103
		Accounting	\$ 150
		Payback to Investor (\$17,75036 months/\$493 mth)	\$ 493
<b>Total Inflow</b>	\$8,625	<b>Total Outflow</b>	\$7,446



**SUMMARY OF PROJECTION#3** : A rough Summary of the monthly cash flow is Cash Inflows (Income) of \$8,625 – Cash Outflow (Expenses) of \$7,446 = **\$1,179 positive Cash Flow (projected) per month.**

- Henry will do whatever he needs to do to cover his payback payment to the investor (\$493), the dividend payment (\$103), hid salary (\$2,500), and any other related costs for the business.





## **#9.) CAPITAL INVESTMENT**

The Capital Investment breakdown of **\$17,750**, as previously stated in Section #2 (Experienced People and Time Management), is as follows:

### **CAPITAL INVESTMENT**

Based on the CASH FLOW AND PROJECTIONS, the **CAPITAL INVESTMENT is \$17,750.**

The specific use of the \$17,750 is as follows:

Purchase Used Work Van	\$10,000
Retro-fit and van upgrades	\$ 500
(1) New table saw	\$ 750
(1) New All-Purpose Tool Kit	\$ 250
(1) New Cordless Drill	\$ 250
(1) New Chainsaw	\$ 400
(2) New ladders and work planks	\$ 500
NEW: Shovels, Rakes, Wheelbarrow, Buckets, Ext Cords, Tree Cutters, Electric Starter, Gas Cans, clamps, and more	\$ 500
(2) Mobile Worktables	\$600
(1) New Snow Blowers (\$750 each)	\$750
(1) Steel Trailer Extension to haul equipment with Van	\$1,750
(7) Trash Cans and Waste Management Units	\$ 500
Signs and Advertisement Promotion	\$ 500
Accounting and Legal	<u>\$ 500</u>
<b>Total</b>	<b><u>\$17,750</u></b>



A.) **Parameters:**

- 1–Time Infusion of \$17,750.
- Targeted infusion to cover specific costs (i.e., Purchase Used Van, Advertising, Equipment, Travelling, Miscellaneous, see above, etc.)
- No Collateral required. Investor owns all equipment until payback in full.
- \$17,750 Infusion to be made upon completion of a signed EXECUTED AGREEMENT.

C.) **Payback of Investment**

- **DIVIDEND:** 7% - monthly to Investor, 45 to 60 days after initial infusion, (\$103 per month).
- **Each month:** In addition to the dividend payment, Investor gets paid \$493 until \$17,750 amount (amount of total infusion), is paid in full. This results in an effective 36-month payback.
- **After \$17,750 is paid in full,** Investor is paid \$200 per month for 24 months. The dividend payment discontinuous (is no longer paid) after initial \$17,750 payback is completed.
- **Henry is initially paid \$2,000 per month.** After Investor has been paid back the \$17,750 infusion, Henry will be paid \$3,500 per month.
- **After initial investment has been paid in full,** Henry reserves the right to utilize any excess profits as he deems appropriate.
- **Henry reserves RIGHT OF FIRST ACCEPTANCE/REFUSAL,** to buy out Investor. (Based on 10% ... or \$1,750).
- **Henry retains 100% ownership** of sale of the business opportunity across the country (after year 1 of business activities).



**#10.) EXECUTION OF THE PLAN**

**EXECUTION OF THE PLAN (PLAN #21)**  
**PLAN FOR HANDYMAN**  
**TERM SHEET**

**CAPITAL INFUSION:** \$17,750

**ENTITY:** Business to be operated under Newly Formed LLC.

**OWNERSHIP:** Percentage of ownership is based-upon the described monthly payment to Investor and Henry. For example, Investor is paid \$493 per month for 36 months, until the \$17,750 is paid back in full. For LLC purposes, the percentage of ownership is 50% - 50%.

**PAY-BACK:** Investor is paid \$493 per month until \$17,750 infusion is paid back in full. Thereafter, investor is paid \$200/per month for 2 yrs.

**DIVIDEND:** 7% dividend payable monthly to Investor, 60 to 90 days after initial infusion (\$103 per month).

**HENRY PAY:** Henry initially gets paid \$2,000 per month; based on his direct participation with the business. Henry is eligible for a raise of \$1,000/when revenues permit.

**ONGOING:** After initial investment has been paid in full, Henry reserves the right to utilize any excess profits as he deems appropriate.

Henry reserves the RIGHT OF FIRST ACCEPTANCE/REFUSAL, to buyout Investor (based on 10% buyout, or \$1,750)

**COLLATERAL:** The Newly purchased Used Van (all office and other equipment) is the property of the Investor until payback is made in full.

**COVENANTS:** a.) Henry and Investor speak once a week or as needed.

b.) Henry reserves the right for acceptance/refusal when/if the Investor wants to sell his share and/or increase his Income-stream OR additional infusion of capital is warranted.

c.) Henry manages the everyday activities of the Company.

d.) Investor may interface with Henry at any time.

**PARAMETERS:** a.) 1–Time Infusion of \$17,750.  
b.) Targeted infusion to cover specific costs (i.e. Used Pickup Truck, Advertising, Equipment, Travelling, Miscellaneous, etc...).

c.) \$17,750 Infusion to be made upon completion of a signed EXECUTED AGREEMENT.

Investment Made: \_\_\_\_\_

DATE: \_\_\_\_\_

\_\_\_\_\_  
Henry P.  
Henry's HANDYMAN Services

\_\_\_\_\_  
(Investor)