



## Anticipated Expenses for First Year Move Managers

- **NASMM Membership:** \$429 per company ([Click here to see the steps to NASMM Membership](#))
- **NASMM Cornerstone Courses:** (required) \$189 per owner. The Cornerstone Courses focus on four (4) core competencies that all Senior Move Managers need to understand. These courses will not teach you how to become a Move Manager.
- **FrontDoor Training:** (not required, but strongly recommended) \$699. This is NASMM's complete business development training program.
- **NASMM Annual Conference Attendance:** (not required by strongly recommended) NASMM 2021 will be a virtual conference held March 10-13, 2021. Registration fees start at \$299.00.
- **NASMM@Home Specialist Training:** (optional) \$549. NASMM developed the online NASMM@HOME Specialist course to help you expand your client connections, increase your revenue opportunities, and offer your clients a more comprehensive menu of services. NASMM@HOME will help you reach your clients sooner and under less crisis-driven circumstances while you help them safely "age-in-place" in their current home.
- **General Business Liability Insurance:** \$500-\$1000 annually. NASMM offers a program specifically designed for NASMM members - information on this program will be provided to you upon joining NASMM. Our business insurance program includes both professional liability and general business liability.
- **Website Development:** (free if you can do it yourself) or professionally \$500 and up depending on the level of sophistication of your site. Because your website is your most important marketing real estate, this is an area where we encourage you make a decent investment.
- **Packing supplies:** You'll need to determine whether you are using cardboard boxes or you are investing in a more green method of using reusable plastic storage bins.
- **Storage:** Do you have an area at your home for this - or will you need to seek out storage options.
- **Tools:** Do you have all the appropriate tools and supplies you will need for your projects?
- **Vehicle:** Will you need to invest in a vehicle to transport your supplies?
- **Accounting:** You will need to invest in some sort of accounting program or contract with an accountant to assist you in the financial end of your business. Many NASMM members use QuickBooks online. Have you filed for all the appropriate licenses in your state? There will be fees associated with this. Will you file your own taxes or will you have your accountant file them for you.
- **Legal:** Do you need an attorney? NASMM includes a contract and a liability clause in the FrontDoor training. While the contract was developed by NASMM's legal counsel, you are encouraged to have it reviewed to make sure it complies with your state and local laws.
- **Credit Card Processing:** If you plan to accept credit cards, you will need to invest in a processing system. NASMM has a relationships with credit card merchants. More information on this is available in the MY NASMM section of the website.
- **Marketing Collateral:** NASMM has quite a few marketing pieces in the MY NASMM section. You are encouraged to review what is available for download and use. These are free resources. Your message and services will change greatly over the next few months, so we encourage you to wait on spending too much (outside of business cards) until you are more established. NASMM can co-brand many of the materials in the MY NASMM section.
- **Networking:** Membership fees for local networking groups - or a budget to develop specialty advertising promotional products for "leave-behinds" after appointments or to give away at a trade show or senior fair. You might also want to consider developing a small banner or table cloth for a display. These are fairly inexpensive - can be produced for a couple of hundred dollars.
- **Employees:** Once you get to the point where you are taking on staff, you will have expenses in staff development, payroll taxes etc. Independent contractors are strongly discouraged as they do not meet the IRS requirements for working independently.