

Law Office of Herman Stevens, Jr.
& Associates
Business Plan
Herman Stevens, Jr., Owner

Application Highlights

- Current Mailing & Business Address:
75 S.W. 5th Avenue, Delray Beach, FL 33444
- Square footage of space: 1,200 Square Feet

Application Highlights

- The proposed project will restore the condition of the building façade through the following improvements:
 - Replacing and refitting all exterior windows with impact glass
 - Replacing the existing front door with a door that is impact resistant as well.

The overall project calls for a capital investment of approximately \$10,000.00

Executive Summary

The Law Office of Herman Stevens is a law practice that specializes in criminal defense. The practice began in January of 2000. The mission of this office is to provide competent legal representation to men and women who are charged with crimes. That service entails counseling, as well as trial services if required.

It is my intent to practice and represent individuals throughout the county and statewide, with a focus on Delray Beach residents.

Core Products & Services

- Legal representation to individuals charged with criminal charges.
- The range of subject matter extends from 1st Degree Felonies to 2nd Degree Misdemeanors. We also defend traffic matters including DUI.

Products & Services Vision

- The Law Office of Herman Stevens will continue to provide services to this community.
- Our long term goal is to continue to represent individuals state and county wide and specifically here in Delray Beach where they are charged with criminal conduct.
- Increasing clientele with additional staff.

Legal Market Analysis

- Our business industry is the legal field, a large industry. According to the 2017 Claritas Business List as of January 2017, there are 202 law offices in Delray Beach and a total of 7212 businesses in the city.
- At present, I am the only criminal defense attorney located in the West Atlantic area of the CRA District.
- The Law Office of Herman Stevens started in 2000. Three other legal businesses started in Delray Beach in 2000. The Law Office of Herman Stevens has been in operation longer than 72% of businesses in Delray Beach.
- We have two employees. That is more than 15% of businesses in Delray Beach.

Data available from Powering Florida website.

Marketing & Promotion Plan

- Traditional marketing efforts include referrals from current and past clients.
- Our website is fully operational; HermanStevensJrLaw.com, and serves as the main clearing house of information to prospective clients.
- Our intent is to utilize social media and community involvement to grow our brand, while also keeping with the traditional grass roots marketing.

Management and Support Team

- Owner: Herman Stevens, Jr.
Senior Attorney, Practicing Law for 26 years
Full Time, 40 hours plus (weekly)
- Legal Secretary: Patti McKenna
Part Time, 20 hours plus (weekly)

Business Model

- Our business plan is simple and straight forward; to continue to provide professional service in the area of criminal defense.
- We provide legal services for clients who are charged with committing crimes. A flat fee is assessed based on our industry average and norms. There are rare occasions that we perform pro-bono services.
- The Law Office also rents space to a local attorney at a rate of \$700.00/month. There is additional space for rent.

Risk Factors

- We are the only law office in this geographical area that provides criminal defense services to residents from Congress Avenue to Swinton Avenue and Linton Boulevard to Lake Ida Road.
- The prospect of new competition is always a real possibility. We are confident that our reputation, our track record of success, and community involvement will allow our firm to remain the top option for criminal defense services.

Financial Summary

- 3-Year Financial Projection
 - 2021: Revenues \$90,000; Expenses \$82,000
 - 2022: Revenues \$100,000; Expenses \$90,000
 - 2023: Revenues \$115,000; Expenses \$105,000

Contact Information

- Owner: Herman Stevens, Jr., Esquire
- 75 S.W. 5th Avenue, Delray Beach, FL 33444
- (561) 278-1988 (Office)
- Email: hermanstevensjr@aol.com
- www.HermanStevensJrLaw.com

Law Office of Herman Stevens, Inc

Projected Profit and Loss 2021 - 2023

	Projected 2021	Projected 2022	Projected 2023
<u>Revenues</u>			
Business Income	111,809	118,518	125,630
Rental Income	8,400	8,400	8,400
<u>Total Revenue</u>	120,209	126,918	134,030
<u>Expenses</u>			
Payroll Staff	17,500	18,300	19,100
Payroll Officer	73,000	76,000	79,000
Payroll Taxes	7,300	7,600	7,900
Interest	3,655	3,855	3,950
Auto	2,378	2,482	2,586
Insurance	1,089	1,142	1,199
Office Supplies	953	1,000	1,050
Postage	174	182	192
Security	484	505	526
Telephone	3,438	3,610	3,790
Utilities	2,000	2,100	2,205
<u>Total Expenses</u>	<u>111,970</u>	<u>116,776</u>	<u>121,496</u>
<u>Net Profit</u>	<u>8,239</u>	<u>10,142</u>	<u>12,534</u>