

A large, two-story house with a porch, surrounded by falling US dollar bills. The house has a grey shingled roof, white trim, and a white porch with columns. The dollar bills are scattered in the air and on the grass in front of the house. The text is overlaid on the top half of the image.

# HOW TO BECOME A MILLIONAIRE USING GROUP HOMES

**A guide on how to  
scale your  
group home business  
to become wealthy**

# DISCLAIMER

PUBLISHED BY: Myrrie Hayes in conjunction with  
BCBH Healthcare Consulting, LLC dba Best Care Consulting

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# Welcome

I am Myrrie Hayes, founder and co-owner of Best Care, a Behavioral residential organization. In 2016, we found a need in the behavioral industry for quality care for the severely mentally ill (SMI) population in Arizona. After extensive research, a \$12,500 investment, and a year-long process; Best Care was a dream turned into reality. Within the first year, I realized that the need was so great that this venture was totally scalable. Since then, my business has grown from 1 location to 10 locations and flourished into a multimillion dollar business. I hope you can use my simple, expert advice to do the same.

*Myrrie*



**Just in case someone has come across this book that does not know what a group home is, I will give a condensed course: what is the definition of a group home?**

**A group home is a residential home designated, in most cases, for medical care for those with some type of health needs. Most residential group homes have a few clients that reside in the home and there is at least one trained caregiver there 24 hours a day.**





# 01

## **First Things First**

This E-book was created to help others to scale their already functioning group home or residential facility. This can also be implemented if someone is just starting and wants to plan early to scale. This information is to the point and simple follow the steps.

My goal is to help others become successful business owners and to build wealth for their families and communities.



# My Preferred Two Types of Group Homes

**Assisted living facility:** A residential care home, including adult foster care, that provides supervisory care services, personal care services or directed care services on a continuing basis.

**Behavioral Health Residential Facility:** A health care institution that provides treatment to an individual experiencing a behavioral health issue that: (a) Limits the individual's ability to be independent, or (b) Causes the individual to require treatment to maintain or enhance independence (SMI, DDD, Etc.)

There are thousands of group homes throughout the world. They wouldn't be around if they weren't profitable.

Now you must also remember that a "group home" is simply a generic name. Within the "group home" industry, there are hundreds of different "sub-niches." Also, consider that "group homes" are simply a sub-niche of the real estate sector. Each "sub-niche" will have different problems, solutions, different amounts of work required to make the operation run.

Student "group-home" living will be relatively passive, but an elderly group home, not so much. Violent ex-offenders and sex offenders in a group home would potentially be more lucrative but would require more staff and, therefore, management time. These are all things to consider when counting up the cost of doing "group home business.

Given the aging baby boomer population, the problem of supply and demand appears as if it is going to get worse before it gets better. This is where group homes can assist and save the day.



**BEST CARE**  
*Behavioral Homes*

# Define your Goals

Remember the phrase: Keep It Simple Silly.

This applies now more than ever. Make sure you set clear, realistic, attainable goals so you can celebrate the small victories while you work your way up.

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# 02

## The Business of Scaling

Ok, so you know what a group home is now, or you have one up and running. Right?

Get ready for the next challenge: business is growing, how do you scale your business?



# Scalability is about capacity and capability

Does your business have the capacity to grow? Will your infrastructure, already established business systems, and your team be able to accommodate a large scale growth spurt? Scaling a business means setting the tone to support growth in your business. It means having the ability to grow without being restrained. It requires strategic planning, adequate funding and the appropriate tools (systems, staff, processes, technology, etc.)

# PROS AND CONS OF SCALING

## PROS

If done correctly,

**MORE  
MONEY**



## CONS

- Done incorrectly, growth may cause your company to go bankrupt
- Chaos
- Broken chain of command Insufficient staff
- Poor communication
- Dissatisfied clients/family members



**BEST CARE**  
*Behavioral Health*

# Become an Expert

Whatever the field you're in, ensure you are passionate enough about it to be a continuous learner. Invest in the knowledge to keep growing and expanding your business through certifications, seminars, courses, etc. Then, find a way to monetize that investment.

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# 03

## **Steps to Scale your Business**

In order to expand the business you need to lay a foundation that supports the company's development.



# Finding the best direction for your specific group home business model

Every group home business model is somewhat different, if not significantly different. You will need to find the right route for your business, but the basic concept of scaling requires three specific steps. Here are the three critical steps to scaling your business:

# 3 STEPS TO SCALE A BUSINESS



## Evaluate

Take a hard look inside your business to see if you are ready for growth. You can't know what to do differently unless you take stock of where your business stands today. Strategize what you need to do. Does your organization have the people and systems to handle those new responsibilities, without failing or becoming overwhelmed? This is where a good plan is essential.



## Plan

The best planning starts with a detailed sales growth and expense forecast made by creating a spreadsheet that breaks the numbers down by month. The more specific you are, the more realistic your plan can be. Look at every item on your current P&L to see how it might be impacted. Expenses will go up, so you will have to anticipate where and how. Try to think of everything. This will require research on your part but will make your plan efficient and precise.



## Execute

Scaling a business doesn't come free. Whether it be loans, investors, or savings: you will need to find the money to invest for growth. Technology makes it easier and less expensive to scale a business, so now would be a good time to evaluate new products on the market that save time and money, yet accommodate much higher volumes in every part of your business. Scaling requires that you make tough choices.



# Don't Get Stuck

We all had dreams of what we wanted to be when we were younger and most of us didn't turn out to be rockstar detective power ranger doctors after all and yet we're still successful. Do not be afraid to start over or reassess your goals right in the middle of it all.

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# Bonus

**Duplication  
is  
KEY**

"Success without duplication  
is merely future failure in  
disguise."

- Randy Gage

We essentially increased our business by taking on affiliates: Essentially, an affiliate is an agreement allowing a contractor the right to market and work in our business in exchange for fees and/or support from us. While the most recognized "franchise" type businesses today are in the retail and food service industries, we found nearly any proven business formula could work inside this concept.

As an entrepreneur who's thinking of growing the company via an affiliate agreement, do not move ahead until you ask yourself the key question: Is my company a good candidate for this mode of expansion? Besides using our services and trademarks, business affiliates also follow corporate protocols, with common marketing plans and operation manuals.

This program is a great way to grow a business for some entrepreneurs; for others, it may not be the right fit. Before deciding whether to go this route, make sure you consult with your attorney.



**We turn ideas into action steps...**

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For additional support,

**CLICK!** on the phone and schedule some time to talk



