

Legacy Business Opportunity - Seeking Future Business Partner

To Learn, Grow, and Build Something with Purpose

The Opportunity

Are you an entrepreneurial self-starter with an interest in small business, marketing, and helping people? I'm looking for someone to step into a unique mentorship-based role that will evolve into full partnership — and eventual ownership — of two established, small businesses.

Cash for Clutter helps people turn clutter, collections, and accumulations into cash, meaningful donations, or clean removal — through practical, respectful services rooted in repurposing and community support.

CID NJ, LLC provides local service-based businesses with targeted, results-driven direct mail marketing — built from decades of proven success and a deep understanding of consumer behavior.

This is a unique, hands-on opportunity for someone who wants to learn by doing, grow with guidance, and eventually take ownership of two established, mission-driven small businesses. You'll be directly involved in both **Cash for Clutter** and **CID NJ, LLC**, supporting clients, managing projects, and helping to improve systems and outreach — all while being mentored by the founder with the intention of gradually stepping into a leadership and ownership role.

For the aspiring entrepreneur, this is an opportunity to collaborate, learn by doing, and grow something real. This is an opportunity for someone who wants to take ownership of their future—and help build a legacy business that will eventually become theirs through a phased partnership.

About the Owner

I'm a creative, resourceful “idea person” who's always thinking ahead—solving problems, improving systems, and finding better ways to do things. I know how to make things happen; I just don't have the time or desire to implement every idea myself anymore.

A Lifelong Passion for Resourcefulness and Entrepreneurship

My passion for resourcefulness and making money started early. Growing up on the Jersey Shore, my brothers and I would spend summers catching killies with a seining net in the bay. We'd use those killies as fishing bait to catch snappers—and then use the snappers as bait to catch crabs. Our grandmother lived with us, had a rule... She provided the seining net and crab traps. We had to clean and freeze enough crabs to provide for our Friday night spaghetti and crab dinners throughout the year, after which we could sell the extra crabs for spending money.

The idea of turning something small — like killies — into cash, using nothing more than effort and motivation, was rooted in the everyday example set by our parents: **Nothing was wasted**. Whether it was

giving items a second life or keeping them out of the landfill, they showed us how to make the most of what we had — and that mindset became the foundation for everything that followed.

Those experiences, and many others, not only taught me how to maximize what was in front of me—it laid the foundation for not only how I’ve approached every business venture since, but in my personal life as well... with creativity, efficiency, purpose, and pride.

Now I truly want to teach, mentor, and pass the baton to someone who shares my passions—business, marketing, repurposing, efficiency, technology, and AI—and who also brings their own strengths to the table.

Financial Freedom Through Smart, Purpose-Driven Business

As a result of my hard work, I was fortunate to retire at age 55—debt-free, with healthy savings, a strong IRA, and other assets including a vacation home in South Carolina. That didn’t happen by accident. It came from years of running efficient, community-focused businesses, making smart financial decisions, and reinvesting in what mattered. I believe in creating sustainable income streams, using resources wisely, and building for the long term—and now, I’m looking to share that mindset with someone who’s ready to build their own version of success.

What I Bring to the Table:

- Two Businesses with no Debt & Very Low Overhead, Positioned for Immediate Growth
- Branding & Customer Service
- Operational efficiency & resource management
- Strong understanding of consumer behavior & marketing
- 38 years of knowledge & experience in building lean, sustainable businesses
- 2 Established Businesses ready for growth
- A genuine passion for helping others
- A passion to teach the fundamentals and ultimately empower a motivated partner to lead and elevate the business to new height, and make it their own.

What I’m Looking For:

Someone Who Is...

- Resourceful
- Organized, thorough, and detail-oriented (inventory, digital assets, time management)
- Self-motivated, dependable, and able to work with minimal supervision
- Creative with content, social media, and digital tools
- Tech-savvy and eager to learn
- Passionate and Enthusiastic about Entrepreneurship
- Interested in reselling, branding, and marketing

- Passionate about vintage finds, flea markets, garage sales, and treasure hunting
- Understands that business owners wear many “hats” and is able to “shift gears” when needed
- Willing to learn all aspects of being a small business owner and implement as your role expands
- Willing and eager to teach me what I don’t know

Someone Who...

- Values honesty, loyalty, responsibility, commitment, and the spirit of teamwork
- Strives to grow and improve and takes pride in their work and accomplishments
- Understands that time away from work is important and values a work-life balance
- Treats others with kindness and respect, regardless of title or background
- Is compassionate and sensitive to the situations of others
- Brings curiosity, creativity, and a sense of humor to everyday life
- Is dependable, grounded, and shows up for the people they care about
- Enjoys simple moments and finds meaning beyond material success
- Is resilient in the face of challenges and remains optimistic about what’s possible

This is a rare, long-term opportunity to:

- Learn directly through hands-on work and client interaction
- Gain deep insight into how real businesses operate and grow
- Contribute your own strengths in marketing, organization, technology, or strategy
- Build something meaningful — with full ownership in sight

No buy-in required. Just a true Entrepreneurial Spirit with integrity, curiosity, and the drive to create your own future.

Responsibilities

- **Shadow and assist** the founder in day-to-day operations across both businesses (Cash for Clutter & CID NJ, LLC)
- **Evaluate** items for resale, donation, or disposal; coordinate pickup/drop-off and communicate with buyers, sellers, and service providers
- **Help manage** and improve business systems, client workflows, and digital organization
- **Participate** in marketing efforts including direct mail campaign planning, social media content creation, and email communication
- **Support** resale efforts through research, pricing, and listing of items (online or in-person at flea markets)
- **Contribute** ideas to refine processes, improve customer experience, and expand business reach
- **Assist** with packing, transporting, and light physical tasks when needed (non-junk/removal labor)
- **Learn** business financials through transparent access to income/expense tracking, budgeting, and strategy
- **Grow** into a co-leadership role by taking ownership of responsibilities over time
- **Maintain** the integrity, values, and reputation of the business through respectful, consistent, and client-focused work

Required

- **Entrepreneurial Mindset and Genuine Interest in Small Business Ownership**

Must be Proficient In

- **Computer Apps & Software** – Proficient in Microsoft 365 (Word, Excel, Outlook, PowerPoint, Co-Pilot), Google Workspace (Docs, Sheets, Drive, Gmail, Calendar), Adobe Suite (Photoshop, Acrobat, and Express)
- **Social Media Marketing** – Proficient in Creating and scheduling posts, reels, and stories on platforms like Instagram, Facebook, and TikTok
- **Content Creation** – Basic photography, creating engaging reels, and video editing, especially using tools like Adobe Photoshop, Canva, CapCut, or Adobe Express
- **Digital Organization** – Strong file management, cloud storage use, and ability to stay organized with shared tools
- **Communication Skills** – Clear, professional written and verbal communication for social media, buyer interaction, and task coordination
- **Research Abilities** – Pricing comps, sourcing products, identifying resale values, trend awareness, and much more.

Must be Willing to Learn & Participate In

- **Direct Mail Marketing** – USPS Bulk Mail Procedures (Will Teach This)
 - **Website Management** – Ability to update or manage simple websites (Primarily Wix)
 - **Basic Accounting & Invoicing** – Willingness to learn or assist with financial tracking, invoices, and simple bookkeeping tasks
 - **Reselling** – Online and at Flea Markets (Experience Helpful, but not helpful)
 - **Boots on the Ground** - Assist with packing, transporting, loading/unloading items, and maintaining vehicle cleanliness as needed (items that can be boxed and binned).
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Next Steps

Take some time to review the opportunity, reflect on it, and talk it over with people you trust — those who know you well and have your best interests at heart.

If this feels like the right fit, please submit a transcript (if applicable) and resume that includes information about your background, hobbies, interests, and anything else you'd like to share.

Additionally, please include a short letter explaining why you'd like to be considered for this opportunity.

From there, we'll schedule an informal, in-person meeting to answer your questions and give you the chance to share more about yourself in a relaxed, casual setting.

Please email to: Jenna@cidnj.com