



## Welcome to the Contractor Assistance Program

### CAP Ushers in Skilled Trades and Real Estate Development Opportunities

#### An Introduction

Supported by MSHDA and administered through The Detroit Training Center and HerCo, LLC, the Contractor Assistance Program offers unique opportunities for skilled trades, construction contracting and real estate development professionals. Working directly with communities, we aim to bolster Michigan's construction workforce and open up real estate development to as many small-scale developers as possible, especially those within opportunity zones and areas designated for revitalization.

Delivered through carefully crafted curriculums, the Contractor Assistance Program combines expertise, mentorship, and networking with strategic partners that takes a newbie in



construction or real estate development from zero to ten over the course of only a few weeks. Whatever CAP program is chosen, a student can be sure to leave the cohort equipped with the tools and knowledge to be competitive, whether it be in skilled trades or business ownership. Our mission is to reach underserved communities and provide critical skills to grow jobs and flourish neighborhoods across the entire State. The CAP program not only touches lives, it creates opportunities for generational wealth and financial stability.



#### Skilled Trades

We have two offerings for skilled trades, giving our students the guidance they need to kick off or grow a career in advanced areas of the construction industry. Meeting Monday through Friday from 8am to 4pm, these comprehensive courses are thorough, using real-world applications in skilled trades.

#### Get Certified Program

For those with significant construction experience who are looking to get certified or re-certified in Asbestos Abatement, Lead Abatement, and EPA Lead RRP. To join this program applicants need to submit an application showing experience and/or previous certifications in construction.

#### Gain Experience Program

For those new to the construction industry, this program will include certification along with in-depth training in topics such as safety, tools, and the in-demand skills that employers need in today's market.



## Goals & Objectives



### Contractor Development

The Contractors Development Program delivers a detailed breakdown of business fundamentals that are necessary in today's fast-growing construction market. Offered fully remote as well as in-person, the 15-week program is developed to accommodate participants throughout Michigan, regardless of location. Using a combination of training techniques--including classroom presentations, panel discussions, one-on-one appointments with subject matter experts, in-class exercises, and guided completion of business documents and marketing materials--trainees receive a robust toolkit to help set them up for success. Upon completion of the program, contractors are ensured to walk away empowered with the necessary skills to network, grow their businesses, and be responsive to new contracting opportunities.

The following is an overview of the program's touch points and areas of training for



construction business owners:

- Opportunities in Contracting
- Building a Brand
- Marketing
- Social Media, Website and Online Engagement
- Accounting and Payroll
- Contracts and Licensing
- Financing and Funding
- Record Keeping and Taxes
- Bidding and Subcontracting
- Workforce Development
- Business Development and Networking
- Project Spotlight and Website Launches

The program is dedicated to exceeding its success measures, such as bringing in a high percentage of participants from geographically disadvantaged areas and



assisting them in the procurement of contracts in excess of \$250,000. These are not lofty goals and business results are actively being felt by cohort graduates.



### Real Estate Development

The Real Estate Development Program is tailored specifically for emerging developers who need an extra boost. Meeting twice a week for 15 weeks, the program is thorough and detailed, providing the following elements:

- Expert-Led Courses
- Hands-On Exercises
- Networking Sessions
- One-on-One Focused Support

Led by professional experts in real estate development, finance, marketing, regulatory affairs, pro forma, government entities, and much more, the program provides an executive-level curriculum that is sure to kick start any new developer's dreams into high gear. Subjects are comprehensive and include the following:

- Introduction to pro formas
- Company formation, including licensing and fees





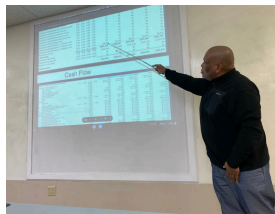
## Planning & Financing



- Brand development
- Marketing strategy, including social media and website presence
- Site selection and acquisition
- Business accounting basics
- Navigating regulatory requirements
- Borrowing, financial management, taxes
- Fair housing guidelines
- Construction management
- Insurance and bonding
- Real estate technology
- Business development and networking
- Full scale site development plan and investor pitch

The Real Estate Development Program is more than a learning opportunity. It's a catalyst for change in Michigan's communities. By empowering developers with the knowledge and connections they need, we're not only advancing careers but also contributing to the sustainable growth and revitalization of neighborhoods across the State. Like other CAP programs, the Real Estate Development Program has seen immediate business results.

From our Cohort 1 student roster, we have initiated



multiple new development projects in Detroit, Lansing, Kalamazoo, Flint, Traverse City, and the Upper Peninsula, totaling over five million dollars of residential and commercial investments. We look forward to announcing upcoming cohorts of the Real Estate Development Program as we seek to maximize our positive impact on Michigan's affordable housing.



In concert with MSHDA's plan for affordable housing, the Contractor Assistance Program works collectively across the construction and housing sector to bolster opportunities for our students in whichever path they choose to take.



We maintain ongoing partnerships with critical experts across skilled trades, construction contracting and real estate development to provide the highest level of knowledge and training that is applicable to today's evolving market. We also monitor opportunities for lucrative projects and make connections that assist our students in meeting their greatest goals. After course completion, we continue our relationships with special access to CAP's broad networks, keeping participants "in the know" well beyond graduation.

### Program Goals & Outcomes

To address the affordable housing crisis in the State of Michigan, MSHDA has developed programs to facilitate the building or rehabilitating of up to 115,000 homes by 2026. As part of this process, the Contractor Assistance Program has placed important emphasis on training curriculums that increase the housing workforce and give community-centric, small scale developers the opportunity to be a part of the housing development initiative. Concentrated in Michigan's opportunity zones and underserved areas, the CAP program aims to strengthen communities, neighborhoods and flexible options for affordable, safe housing in Michigan.





### Contacts & Networks



#### 5 Reasons you should apply for the CONTRACTOR ASSISTANCE PROGRAM

**1**  
**Minority, Women Owned**  
The CAP curriculum is developed to reach business owners and developers from disadvantaged backgrounds to encourage financial independence and overcome barriers.

**UP TO**  
**77%**  
Participants from a Designated Business Enterprise

**30%**  
**NEW PROJECTS**  
**NEW CONTRACTS**

**2**  
**Graduates Gaining Contracts**  
The CAP curriculum is designed to establish important contacts that generate contracts, whether they be for construction or real estate development.

**3**  
**Better Paying Jobs**  
The Skilled Trades Program sets the path for higher paying skills such as internships and journey-level programs.

**60%**  
**Better Jobs**

**UP TO**  
**81%**  
Participants from a Designated Community or Population

**4**  
**Lifting Up People & Communities**  
The CAP programming is crafted to assist communities and populations that face entrance barriers to the construction industry and/or real estate development across Michigan.

**5**  
**Keys to Success**  
Through strategies driven by passion, expertise and dedication, the CAP program strives for satisfaction and positive outcomes.



#### Student Testimonials

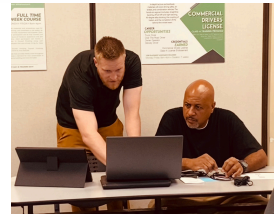
The Contractor Assistance Program is proud to receive generous feedback from our students. From the level of detail to the contacts for funding, CAP participants express great appreciation for the guidance and opportunities the program has given them.

##### Steven Turner - Angels Investments

This program made me get down to the nitty-gritty. Once I got into it [the work], it was like a lightbulb just lit up. It gave me a chance to see where the funding would come from, how to use your capital stack, and just make you look at things from a different perspective. This class was very fruitful, and I appreciate everyone in it.

##### Letitia Patterson - Supreme Living Development

The things that impacted me most was working with my classmates. I got so much help and support. I just want to say thank you to everybody.



##### Yul Johnson - YBJ Realty Development

This program has had a really profound effect on me and my trajectory. I came in knowing nothing and now, at this point, with the information we've been given, I'm comfortable analyzing property, turning it into a property I want to develop, and the pro forma doing the numbers to see what's available to me. It took me from being a rookie to feeling like I can keep moving forward confidently. It's been immeasurable. Thank y'all for what you're doing.

##### Leanna Noble - REN Property Improvements

Words cannot express my gratitude for being included in this program. My goal is to achieve the growth and expansion that is intended as a result of this program and find a way to give back to the community and DTC for the investment in my company.

##### Mario Lawler - CML Enterprises

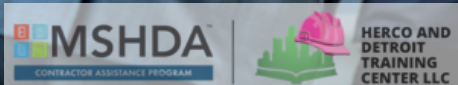
This program was one of the most thorough programs that I have ever taken.

##### Gibran Washington - GneissLife

The program was really good. I love all the resources I got during the program and after it was over. I can say that my business has a bright future because of everything I learned.



## Leaders & Mentors



### Program Partners

CAP is thrilled to be working with key industry partners across the State of Michigan. From community non-profits to banks to government municipalities, CAP relies on the participation of organizations and entities that align with our critical mission for workforce and affordable housing development. Through these partnerships, CAP students gain access to crucial points of contact for every stage of the construction or development process. Easily accessible and always willing to work through any problem, the CAP team greatly appreciates our partners for helping us fuel the best training and guidance possible.

The Contractor Assistance Program is always on the search for new partners as we plan for upcoming cohorts and attract new participants. Whether you're an investor, a subject matter expert, or a community organizer looking to spark engagement, the CAP team is ready to talk.

**CONTACT US ABOUT PARTNERSHIPS**



313-221-5876



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## Skilled Trades Training



### CAP Skilled Trades

The program provides hands-on training to tackle the substantial gap in Michigan's construction workforce while also supporting historically underserved communities by fostering new building and affordable housing developments. Over the course of 6 weeks, the CAP Skilled Trades Program provides an in-depth exploration of essential hands-on building skills needed in today's rapidly evolving construction market. The program employs a diverse range of training methods—including classroom presentations, panel discussions, interactive exercises, and supervised building projects—to offer a comprehensive learning experience. By the end of the program, participants will be equipped with the vital tools and skills necessary to thrive in the construction industry, ensuring they are well-prepared for success.

### Upcoming dates:

**Gaylord MI- June 23rd, 2025**

**Lansing MI- June 23rd, 2025**

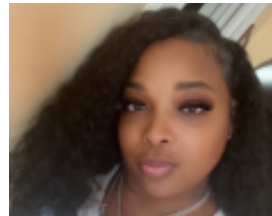
**Pontiac MI- July 28th, 2025**

**Flint MI- July 14th, 2025**



### Testimonials

"Despite having no prior experience in construction, I acquired valuable skills in various construction trades through the hands-on approach and comprehensive training provided by the program. With the training I gained from the program, I excelled in the construction industry. I secured a position with a local construction company, where my new skills and knowledge were highly esteemed by employers. The program not only helped me kick-start my career in construction but also instilled in me the confidence to take on new challenges in the industry."   
Corey Watson - Cohort 1 Graduate- Gain Experience, Get Certified - Pictured top right



As a single mother of three children, I began the class in February 2024 with limited knowledge about the program. I was an eager but cautious student. However, the program transformed me into a confident professional. I gained work trade skills that were never offered to anyone else. I also learned new and more sustainable budgeting skills that allowed me to have a true definitive answer to the spending habits that were unhealthy. I attended and completed training in LEAD, which not only provided me with a skill but also detailed knowledge that I can continue to let grow into something even greater. The CAP Skilled Trades program has forever changed my life."   
Lateesha King - Cohort 1 - Graduate- Gain Experience- Picture second left



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