

Adoption Agency

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An adoption agency specializes in matching prospective parents and suitable children in need of a home. Such children might not necessarily be orphans but in many cases are. Agencies can choose to provide a local or international service or perhaps a combination of both. Running an adoption agency is a serious undertaking but inevitably provides more than just financial rewards.

Before The Start-Up Let's Not Get Ahead Of Ourselves

Every country requires adoption agencies to register and acquire a license to operate. You'll need to comply with the necessary regulations before starting your agency, the nature of these regulations might be the deciding factor when choosing your work from home occupation. Matching parents and children is a sensitive matter, you'll be heavily reliant on your reputation and track record to instill trust in your customers. Previous experience in related fields is recommended before starting your own agency.

The Start-Up

As a new adoption agency you'll need to decide between offering a domestic, international or combined service. This decision will likely affect start-up costs and possibly future earnings. Unless you're a qualified social worker you'll need to hire one to handle related matters. To reduce initial capital outlay it's recommended to begin your agency as small as possible and progressively increase your staff as the workload increases.

You'll require a work area, with a desk, computer and printer, telephone and office stationary including business cards, letterheads and invoice and quote templates.

Making It Work

The high fees involved in adopting a child (this does not mean that profits are usually high due to the significant operating costs agencies face) can often make potential parents feel cheated. As a small agency you'll need to build a solid reputation founded on honesty, transparency with regards to expenses and a satisfied customer base.

Marketing

Your reputation once established will become your greatest marketing asset. Market your services through local publications including newspapers and magazines with particular focus on the media sources most popular with your target group of parents. As with all modern businesses your website will be an essential tool in advertising your services. Your site also provides the perfect platform to display client testimonials, be sure to have one on every page. Finally don't forget to register with the relevant online directories and [Google Local](#) if you live in the U.S.A.

Don't Forget

If you do handle international adoptions you will be frequently making overseas phone calls, these calls might in some cases depending on your location need to be made outside of your normal working hours due to time differences.