



## Franchise Overview

Money Mailer franchisees are local marketing experts that provide a turnkey marketing system for neighborhood businesses. The system does everything for the local merchant on a multi-media platform: Direct Mail, Internet, Mobile Apps, Social Media. Franchisees show local business owners how to reach their most desirable prospects at home, on-the-go, with or without a physical coupon for redemption.

Campaign results are tracked with reports provided to maximize advertising ROI. Franchisees consult, Money Mailer does the rest including all ad creation, production, mailing and digital placements. Protected mailing territory, B2B model, home-office based, highly scalable, monthly repeat business, strong six-figure Item 19 that validates.

Local businesses desperately need marketing expertise but don't have in-house marketing departments and can't afford an ad agency on retainer. They out-source other services like I.T. and the Money Mailer franchise can become their full-service, out-sourced ad agency resource.

Franchisees become local marketing experts with an unrivaled training, support and launch program called Speed Launch. It includes 9 weeks of initial in-territory training and customer acquisition support from a Regional Sales Trainer (RST), then ongoing support from a dedicated, field-based Regional Sales Manager (RSM) who remains with the new franchisee for the entire term of the Franchise Agreement.

Speed Launch also includes extensive lead generation and appointment setting. The RST and RSM go out on these pre-set consultations to help franchisees build a strong base of local repeat clients. A big part of the regional in-territory support team's annual performance appraisal and bonus plan is based on how well the new franchisee performs so there is a total vested interest in (fast) franchisee success!

There is immediate cash flow with a readily achievable first-year \$50,000 bonus - payments start on the very first mailing. No royalties for 2 years, then a low flat-fee/mailing not a percent of sales. Startup is accelerated by providing a custom database of qualified prospects, uploaded to a cloud-based CRM and prospecting system. A one-year paid premium subscription to Salesgenie is also provided for laser-targeting of decision makers with call-verified leads by SIC codes.

## Candidate Profile

Sales experience is preferred but not required. Over 1/3 of franchisees, including many award-winners, had no prior sales experience. Early in the sales process we will determine if non-sales candidates have the "Sales DNA" we're looking for but great communication skills and a strong work ethic are obviously required. We require a full-time commitment starting day one. Franchisees control local market pricing – no more "checking with the boss" to close a big deal.

We want single-territory, owner/operators, no employees required. Owner will focus on local businesses but can also acquire larger, regional chain accounts through a national profit sharing program called cross-sales. A major account resource team is in place to prepare executive level, customized proposals to help secure these multi-territory/multi-state chains. All revenue is 100% for the local franchisee.

## Financial Requirements

### Franchise Fee and Net Worth

\$59,900 – no other upfront fees to Money Mailer. No additional franchise fee for expansion territory. A \$10,000 industry professional discount is available for candidates with advertising sales experience in the local market. VetFran discount is 25% if discharged within 5 years, 10% within 6-10 years. **Your \$25K placement fee is never discounted!** Net Worth guideline is \$200K. We like to see an additional \$25K liquid for living expenses during startup phase.

## Item 19 and Royalty

### Item 19

Stated in terms of cash flow to owner after COGS. Overall Average: **\$114,044**. Top 25%: **\$455,218**. Bottom 25%: **\$31,642**. Highly scalable model. Every territory has hundreds of qualified prospects – a handful achieves overall Item 19 average. Royalty is a low flat fee/mailling, waived for 2 years with Speed Launch. Increasing sales does not increase royalties.

## Top 4 Reasons to Present

- Low \$59,900 “all in” franchise fee. No other upfront fees to Money Mailer – includes proprietary software, training, support, launch package - everything.
- Strong six-figure Item 19 that validates. Hundreds of qualified prospects in each territory so business can be scaled quickly by simply adding clients. Extremely fast startup.
- Speed Launch program includes readily achievable \$50,000 1<sup>st</sup> year sales incentive, lead generation support and appointment setting, no royalties for 2 years and much more.
- Powerful technology drives success: Proprietary software, web-based marketing tools, cloud-based CRM prospecting system, robust marketing databases.

## Elevator Pitch

This is a marketing services franchise in a \$46B industry. They are laser-focused on local, neighborhood businesses, one of the most under-served market segments. You're a marketing consultant and your franchise functions as an out-sourced ad-agency resource that provides your clients with a complete marketing system that does everything for them on a multi-media platform: Targeted Direct Mail, Internet, Mobile Apps and Social Media. Lead generation is provided, no royalties for 2 years and there's a \$50,000 sales bonus paid in your first year. If you have “Sales DNA” you should take a closer look!

## Potential Challenges and How to Address

### The World Is Going Digital – Print Is “Dead”

The world IS going digital with Search – Google is replacing all the old print search engines – Yellow Pages and Newspapers. But you search AFTER you know what you want – after buying demand is created. Direct Mail creates buying demand – it is the #1 media spend for local businesses (our niche), a \$46.2B industry, up >\$2B last year. It is 2<sup>nd</sup> only to TV which most local businesses can't afford.

Direct Mail solves every local business owner's #1 challenge: How can I create buying demand with neighborhood consumers that live within a 3-5 mile radius of my location? Our shared mail envelope delivers compelling offers right to their homes, before the purchase decision is made with a 90%+ envelope open rate. If these offers were sent digitally, the email would go to spam, offers would never reach a Smart Phone because of ad blocking software and most consumers click “Skip Ad” when pop-up banner ads appear. Digital is an effective search tool to find the best deal, but only after buying demand is created. Print even drives >1/3 of Internet searches!

Money Mailer's success is the direct result of our integrated media approach, bringing Madison Avenue marketing solutions right to Main Street. We extend the reach of envelope offers by surrounding them with an integrated menu of online, mobile and social media so the business is reaching the most desirable prospects at home, on-the-go, with or without a physical coupon for redemption. Companies that rely exclusively on digital ad sales to local businesses (Groupon, Living Social) continue to post multi-million-dollar losses.

## **I'm Not A Sales Animal**

While sales experience is NOT required, success does require strong communication and people skills along with lots of hard work. Over 1/3 of our franchisees had no prior sales experience, including several top award winners. This is a consultative, relationship-driven business not a one-call close transaction. We provide extensive lead generation support and appointment setting and 9 weeks in-territory with a Regional Sales Trainer who goes out on pre-set consultations to help build the repeat client base. Every franchisee then has a dedicated, field-based Regional Sales Manager, a customer acquisition specialist, who remains accountable for the new franchisee's success for the entire term of the Agreement.

Franchisees can also work with national franchise chains like Domino's and Papa John's on a preferred vendor basis through our national affiliate brand program. To secure new chain accounts, a major account team is on call to help franchisees close large, multi-territory chains - 100% of this revenue goes to the local franchisee. While sophisticated technology, systems, marketing resources and lead generation support are provided, franchisees must be comfortable being out in the field, working with local business owners, helping them grow their operation, making creative proposals and closing deals.

## **“The Basics”**

### **Territory Information**

We need a minimum “metro” population base of 100,000 households. Franchisee should live in the territory or within a short commute. Territories protected, defined by map and zip codes.

**Not** available in: Phoenix, Denver, Las Vegas, Seattle, Milwaukee. 150+ territories available nationwide. No international plans – we do not participate in E2 Visa program – it's owner/operator.

### **Home Office and Contact**

6261 Katella Suite 200  
Cypress, CA 90630

Dennis Jenkins, VP Franchise Licensing  
(19+ years with Money Mailer)  
714.889.4694 [djenkins@moneymailer.com](mailto:djenkins@moneymailer.com)

### **Franchise Information**

- Founded 1979
- 237 licensed territories
- Protected mailing territory
- Average franchisee has been in System for >14 years
- SBA Franchise Registry participation
- Certified “World Class” by Franchise Research Institute 11 years running
- Your placement fee: \$25,000 – never discounted!
- Resales: We will escrow your fee – you are covered on all resales
- 3<sup>rd</sup> party financing only