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**ADDITIONAL INFORMATION:**

City Publications ["November 12, 2009 – Webinar PowerPoint slides"](#) (Effective: November 12, 2009 / click on the link to view download the slides – slow to open the document)

[Available Cities](#) (Effective: September 2009 / click on the link to view the document)

[Franchise Profile](#)

**DESCRIPTION:**

Our Concept: For those that want to be their own boss, here is a rare business-to-business opportunity. City Publications is a high quality lead and client generating company which produces beautiful, active affluent lifestyle cooperative direct mail pieces using 4 color glossy two sided marketing cards. We showcase the most exclusive and unique products and services throughout each metropolitan area targeted to the most active consumer - the affluent homeowner!

Our targeted high income and high market value homeowner responds to our upscale direct mail piece because it is professionally packaged, personally addressed, and features the products & services they spend significantly on. By providing this cost effective direct mail piece, local market businesses save money, receive more customers for their products & services and continue to utilize our proven, successful marketing program! That means predictable customer retention for the franchisee.

As a franchisee, you target customers who are small business owners, many are franchised companies, who seek cost effective turn-key direct mail marketing to reach their target audience to get the exposure they deserve.

The Business Benefits:

- Home based Business
- Lifestyle Business
- No Inventory

- No Employees
- Quick Start Up
- Few Clients needed
- Repeat Clients with high Retention Rate
- No Real Estate Requirement
- High Profitability Return on Effort
- National Clients
- Transferable Business
- Builds Equity Ownership Quickly
- National Base of over 45 Cities

## **BACKGROUND:**

Franchised Units: Over 42 Cities

Company Owned Units: 0

Projected New Units (12 Months): 10

Registered: See list of Available Cities

## **FINANCIAL/TERMS:**

Cash Investment: \$89K per Territory

Total Investment: \$100K to \$150K Over First Year

Franchise Fee: \$89,000 per Territory

Royalty: 6% of Gross Sales

Passive Ownership: No, Not Recommended for First Year

## **SUPPORT & TRAINING PROVIDED:**

Financial Assistance Provided: No

Site Selection Assistance: N/A

Lease Negotiation Assistance: N/A

Co-Operative Advertising: N/A

### **Training:**

- Quick Start Program
- 3 Days of Operations Training in Corporate Office
- 3 Days On-Site Field Training with Pre-Set Qualified Appointments
- Franchisee Teleconferences
- National Annual Conference
- Best Practice Seminars
- Regional Roundtable Conferences
- Graphics & Total back-end Production Provided

[Back to Franchisor Listings](#)