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(Request Marketing Materials from Lisa)

[Money Mailer 'Franchise Consultant Website'](#) (Click on link to access - User Name: money / Password: mailer)

ADDITIONAL INFORMATION:

[Money Mailer 'June 5, 2009 Webinar for BAI Affiliates'](#) (Effective: June 5, 2009 / click on the link to view / download the slides)

[Money Mailer 'BAI Affiliate – Fact Sheet Overview'](#) (Effective: May 2009 / click on the link to view / download the document)

[Money Mailer 'BAI Affiliate – Sizzle Sheet'](#) (Effective: May 2009 / click on the link to view / download the document)

[Money Mailer 'e-Brochure'](#) (Effective: May 2009 / click on the link to view / download the document)

DESCRIPTION:

Money Mailer franchisees run their own local marketing consulting companies. They help local businesses succeed by providing integrated direct mail, online and mobile marketing solutions that help business owners target and retain more of the right customers. Franchisees do the consulting, Money Mailer does the rest. Once a solution is developed the order is sent to Money Mailer for printing, inserting, mailing and Internet placement. A robust franchise development infrastructure is in place with hundreds of employees with one mission: To Help Franchisees Succeed. Money Mailer has been ranked #1 in category by Entrepreneur Magazine six years in a row and recently added to Inc Magazine's list of the fastest growing privately held corporations with 2008 system-wide sales over \$120 million.

BACKGROUND

Established: 1979

1st Franchised: 1980

Franchised Units: 255

Company Owned Units: 0

Projected New Units (12 Months): 100

Registered: All except Alaska, Hawaii, and the Dakotas (Currently accepting referrals from all states except those listed above)

FINANCIAL/TERMS

Total Investment: \$37,500

Minimum Net Worth: \$100K

Franchise Fee: \$37,500

Royalty: \$325.00 Per 10,000 households per mailing

Ad: \$3.00 per Ad, 60% matched by Money Mailer

Average Number of Employees: None

Passive Ownership: Not Allowed

SUPPORT & TRAINING PROVIDED

Financial Assistance Provided: None

Site Selection Assistance: N/A

Lease Negotiation Assistance: N/A

Co-Operative Advertising: Ad Fund

Training:

Starts with an intensive 6 day classroom program at Money Mailer University located in our 200,000 square foot West Coast manufacturing facility and corporate headquarters. We have incorporated a sophisticated, results-oriented sales training methodology developed by renowned author and speaker, Tom Freese. Tom's QBS (Question Based Selling) process has been customized exclusively for Money Mailer franchisees and has helped even the most seasoned direct marketing veteran dramatically increase results. Franchisees learn how to compile a confidential client profile, understand specific client needs and then customize a marketing program that will deliver measurable results.

Formal training continues in the franchisee's exclusive territory with a permanently assigned Franchise Performance Coach (FPC) based in the Region. The FPC spends an additional 11 days completing the formal training process and then has ongoing responsibility for the franchisee's performance for the entire 10 year Franchise Agreement. The FPC's annual bonus is directly dependent on each new franchisee achieving his/her defined performance benchmarks.

Training Never Stops!

Franchisees participate in our nationally recognized mentoring program, regular field sales meetings, and a world class annual convention featuring seminars, breakout sessions, roundtable discussions and training in the latest technology to build competitive advantage.

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