



**Local Coupons. Super Savings.**

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**Contact:**

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Website: [www.supercoups.com](http://www.supercoups.com)

“NEW” Broker Website: [www.supercoups.com/broker](http://www.supercoups.com/broker) (Effective: August 11, 2009)

**Additional Information:**

[SuperCoups 'BAI Webinar Presentation'](#) (Effective: October 7, 2009 / Click on the link to view or download the slides)

[SuperCoups 'Media-Kit'](#) (Effective: May 2009)

**Franchise Sales:**

Single Unit: Yes

Multiple Units: Yes, with industry experience and other key factors

Area/Master Developer: No

**Description:**

Licensing a SuperCoups franchise means that you will take a consultative sales role in helping merchants in your area increase their sales by introducing them to the SuperCoups advertising solution. SuperCoups give you the tools and support you need to help small businesses grow while growing your own business. To build relationships and acquire sales, you will be responsible for prospecting and contacting the merchants in your area to introduce yourself and your business and to set up appointments to meet with them.

Once your client places an order with you, you will be responsible for:

- Targeting the best area to maximize redemption
- Helping your client in creating the best offers that will drive traffic to his location
- Submitting your order to SuperCoups headquarters for processing and development
- Provide customer support to your clients
- Invoicing your clients

**Background**

Year Established: 1982

Year First Franchised: 1984

Franchised Units: 283

Company Owned Units: 4

Projected New Units (12 months): 20

States/Countries Registered In: 25/US Only

States, Countries or Geographical Areas from which Broker Referrals ARE NOT being accepted: Washington, Oregon, Idaho, Montana, Wyoming, Utah, New Mexico, Colorado, Oklahoma, Kansas, Nebraska, South Dakota, North Dakota, Iowa, Missouri, Arkansas, Mississippi, Louisiana, West Virginia, Connecticut, Vermont, New Hampshire, Alaska, Hawaii

### **Financial/Terms:**

Single unit, resale Cash Investment: \$26K – Franchise Fee plus at least \$24K of working capital to pay living expenses

Total Investment: \$46,750 to \$84,500

Traditional Franchise: \$37,750 to \$83,500 Industry Experienced Professional Franchise

Minimum Net Worth: \$100,000

Franchise Fee: \$26,000 Traditional, \$17,000 Industry Experienced Professional

Discounts: None

Royalty: None

Ad: \$500/yr

Average # of Employees: 1 for franchisees in the system for the first 3-5 years, after 3-5 years, average is 2-3 and some have 25+

Passive Ownership Allowed: No Possibly, as long as certain qualifications are met.

Earnings Claim: No

### **Support & Training Provided:**

Financial Assistance Provided: None

Site Selection Assistance: Yes

Lease Negotiation Assistance: N/A – no storefront required

Co-operative Advertising: Via the SuperCoups envelope and web site, yes. National advertising is not used.

#### **Training:**

Available at headquarters: 1 week

At franchisee's location: 2 weeks

SuperCoups National Conference: Annually

Monthly Brainstorming Sessions

#### **In-House Training**

Soon after we award you with a SuperCoups franchise, you will spend one week at our corporate headquarters in East Taunton, Massachusetts. During the week, you will spend your time meeting and training with our superb team of experts. Once you leave the facility to embark on your new career, you'll have a plan for success. But your training doesn't end there.

#### **Field Training**

After your In-House Training, a member of our Training Department will spend up to two weeks at your location\*. During Field Training time, our trainer will assist you in the areas of sales strategies, territory management, financial modeling and various other aspects of your business operation. When our trainer leaves, they give you a plan of action that details areas of improvement.

[Back to Franchisor Listings](#)