



**Last Update August 28, 2008**

## **Contact:**

### **Business Alliance Referrals:**

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## **Additional Information**

[Bonus Program & Fact Sheet](#) (Effective July 2007- December 31, 2008)

[United Marketing Solutions 'Prospective Client Presentation'](#) (Effective: June 2008)

[United Marketing Solutions 'August 28, 2008 - Conference Call presentation'](#) (Effective: August 28, 2008)

## **Franchise Sales:**

Single Unit: Yes

Multiple Units: No

Area/Master Developer: No

## **Description of Franchise:**

Founded in 1981, United Marketing Solutions (UMS) is one of America's oldest leading direct marketing companies in the \$50 billion direct marketing industry. Our cooperative coupon envelope, easily recognized by our **Big Blue Bow**, is anticipated in households across the country by consumers eager to take advantage of the savings contained in our envelopes. Our franchisees provide marketing support to the largest and fastest growing segment of our economy, namely, local market retailers, service providers and professionals. Initially, franchisees provide advertising support via our cooperative direct mail envelope. Franchise clients have confidence in UMS' abilities, value, and service. Over time, UMS franchisees have the opportunity to further develop the franchise operation by becoming a full-service marketing consultant offering a diversified array of proven products in direct marketing including, but not limited to, solo postcards, new mover mailings, a complete restaurant marketing kit (twelve products), image booklets and point of sales marketing materials. Franchisees operate their business and cannot be absentee owners. They are required to work full time in the business. During the first few years franchisees are their own sales representatives. Franchisees then evolve the business by hiring sales representatives and move into a Sales Manager, Trainer, and Coaching role. Franchisees are expected to grow to a business enterprise. United Marketing Solutions provides ongoing training and management support to assist the franchisee in growing their business from a one or two person entity to a thriving business enterprise. No previous sales experience is required but the candidate must be completely comfortable with the sales process. Candidates will need to understand this is a direct sales, business to business franchise and it is crucial to the success of the business that they make sales calls every day. The ideal candidate should have a warm and friendly personality, be assertive, enjoys sales, and building ongoing relationships with their advertising clients. The best candidate should possess excellent communication skills, a high energy level, a desire to be involved in the business community socially, and possess the confidence to walk into retail or service companies and introduce themselves to the business owners. Other necessary qualities are: good people skills, being goal oriented, ability to prioritize tasks, and be a self starter. The ideal candidate must be willing to follow UMS' proven operating system.

## **Background:**

Year Established: 1981

Year First Franchised: 1982

Franchised Units: 32

Company Owned Units: 0

Projected New Units (12 months): 20

States/Countries Registered In: Not Registered in North Dakota, South Dakota, Hawaii or Alaska

Availability in Canada: Masters / Area Developer: No

States, Countries or Geographical Areas from which Broker Referrals are not being accepted: We are not accepting referrals for North Dakota, South Dakota, Hawaii or Alaska

## **Financial/Terms: (Single Territory)**

Cash Investment: \$57.945K - \$73.535K (includes franchise fee)

Total Investment: \$57.945K - \$73.535K

Minimum Net Worth: \$75K - \$100K

Franchise Fee: \$39.5K

Discounts: FranVet, Women, Minorities: N/A

Royalty: None

Ad: None

Average # of Employees: 1 to start, generally add 1-2 the second year

Passive Ownership Allowed: No

Earnings Claim: Yes

## **Support & Training Provided:**

Financial Assistance Provided: SBA/3<sup>rd</sup> Party

Site Selection Assistance: N/A

Lease Negotiation Assistance: N/A

Co-operative Advertising: N/A

Training: (Please Give Brief Description): United Marketing Solutions pays all costs associated with initial training (food, lodging and transportation). Formal training consists of 2 weeks of remote pre-training from the franchisee's home; 1 week of extensive classroom training at "UMS" headquarters covering sales, business and operational systems; followed by 2 weeks in the franchisees local market making sales calls on local businesses. Continued on-going training is available via our national sales conference for both franchisees & sales reps, called Summer Sales Fest in June and the UMS Annual Conference for franchisees-only in December. UMS also provides proprietary business software and marketing materials on a monthly basis.

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