



Last Updated November 15, 2007

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DESCRIPTION:

Formerly known as "Mail and More", we have re-branded and renamed the company to "**SOHO HERO**". The name "**SOHO HERO**" allows us to better position ourselves to service the rapidly growing SOHO (Small Office/Home Office) market and customers.

The **SOHO HERO** concept was launched, when savvy young entrepreneur and Atlanta resident, Chris Kouloukas, discovered that small office and home office business professionals had no place to go for meetings and other vital business services. As a result, the **SOHO HERO** Business and Meeting Center concept was born, and today the company provides a comprehensive resource for business owners and professionals who work from home, telecommute or are in need of private, professional meeting, work or conference rooms. **SOHO HERO** represents a new 'world of work' scenario that provides our Small Office, Home Office professionals, a comprehensive suite of business services, professional meeting spaces, wi-fi connections, and state-of-the-art video-teleconferencing. **SOHO HERO** Business and Meeting Centers provide a complete menu of presentation and communications tools and upscale meeting facilities for the 'new mom & pop shops' that have embraced the electronic age and understand the value of interactive business tools and opportunities. We handle all of the business services needs that our customers would normally be able to get if they worked in an office environment, but don't have access to since they are working from their homes.

BACKGROUND:

Established: 1997

First Franchised: 2000

Franchised Units: 15- Soho Hero (25 total including Mail and More)

Company Owned Units: 0

Projected New Units (12 Months): 10

Registered: GA, FL, NC, SC,

(Currently accepting referrals from GA, FL, NC, SC, MS, AL, TN)

FINANCIAL/TERMS:

Cash Investment: \$40K

Total Investment: \$260K

Minimum Net Worth: \$200K

Franchise Fee: \$29.5K

Royalty: 5%

Ad: 2%

Average Number of Employees: 1-2

Passive Ownership: No

SUPPORT & TRAINING PROVIDED:

Financial Assistance Provided: Yes

Site Selection Assistance: Must Be Approved

Lease Negotiation Assistance: Yes

Co-Operative Advertising: Yes

Training: 10 Days Pre-Opening Training / 5 Days of Training for first 5 Days of Opening / 2 Day Sales/Marketing Training

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