

City Publications

Franchise Summary

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Category: Business Services

Subcategory: Advertising, Marketing Services

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Schedule a call with us today, just click here:

<https://calendly.com/morris-shamouni/30min>

Franchise Fee: \$89,000

Royalties: 6%

Cash Investment: \$120,000

Total Investment: \$120,000 - \$250,000

NetWorth: \$300,000

VetFran: Yes

SBA approved: Yes

Master Franchise / Area Developer Opportunity: No

Founded: 1996

Franchised: 2002

Additional Details

City Publication is a lead generation, customer acquisition model. Heavy relationship, client involvement. ACE program (Accelerated Client Enrollment) using propitiatory methods to ramp up the new franchisee quickly. Once established this is very much a lifestyle business.

Everything at City Publications is based on quality. This has been our benchmark since day one. We put quality first in every aspect of our business, from our high caliber printing to our world-class corporate team and top-notch franchisees to hand-picked mail boxes.

As a franchise owner our corporate office will guide you as your business grows. This hands on approach is why our candidates make their final decision when visiting our corporate headquarters in Atlanta, GA. Meet our team and see for yourself why our impeccable support and industry knowledge makes City Publications such a great lifestyle opportunity investment.

WHY City Publications?

Decades of Proven Experience - As an established brand with over 25 years of experience, we have an extensive track record of proven success. With extensive knowledge of the advertising industry, City Publications has become recognized as experts in client acquisition and lead generation.

We're Always Innovating - Even though we've been in the industry for quite some time, we're always looking for opportunities to enhance our model and enrich the businesses of our owners. Recent additions to our toolkit include QR code integrations for our owners to track engagement with mail pieces and direct traffic to the websites of their clients.

We Empower Our Owners - Here at City Publications, we have a palpable culture centered around information-sharing and empowering each individual franchise owner to succeed in their specific markets. We are NOT a cookie-cutter franchise family.

We're here for the long haul! - When the world shut down in 2020, our owners were able to work in spite of cancelled home shows and networking groups. In fact, most of the typical home show vendors turned to City Publications to reach their audiences who could no longer attend the large networking gatherings. Small businesses also turned to their local City Publications owners to help them reach out to their customer base during lockdowns and restrictions. City Publications has continued to withstand the test of time and national crises like 9/11, the Great Recession, and now, a global pandemic.

We're Privately Held - The fact that City Publications is privately held is quickly becoming a rarity in the

FINANCIAL DETAILS

Franchise Fee: \$89,000 (two 50,000 mailing zones)

Providing earnings guidance in Item 19 in FDD: NO

Total investment range: \$120,000 to \$250,000

Net worth requirement: \$300,000

Royalty: 6%

Additional fees: None

Financial assistance available: YES

VetFran program: YES

SUPPORT & TRAINING PROVIDED

Training and support program details:

Our corporate team provides unparalleled support and accessibility to new franchisees from the very first call. Incoming franchisees receive targeted, dedicated training sessions to prepare them to network in their communities to begin establishing their business. Not only do our new franchisees receive training from the corporate team, but also participate in mentoring calls from veteran franchisees who provide guidance, insight, and advice. All

franchising industry. We invite you to learn about our culture, our team, our philosophies, and discover what makes City Publications different!

OUR IDEAL FRANCHISEE

We are always in search of energetic and driven budding entrepreneurs to join the City Publications franchise family.

Our most successful franchisees are:

Self-starters

Well-connected in their communities or looking to build strong ties within their communities

A natural at building long-lasting relationships

Someone who understands the art of the deal

AVAILABLE MARKETS

US markets available: ALL

HOT Regions/Desirable: TX, CA, MN

NOT available: None

Canadian Referrals: YES

International Referrals: YES

BACKGROUND

Year founded: 1996

Year Franchised: 2002

Number of franchises currently operating: 37

Number of corporate owned franchises: 0

Home Based: YES

Absentee ownership available: Semi-absentee possible

Accepting Master Franchisor and Area Developer

Referrals: NO

Average number of employees required: 0

E2 Visa Friendly: NO

Last updated: 8/3/2023

franchisees are also invited to attend our Annual Meeting at our headquarters in Atlanta to learn about new products and services available each year.

Cost for Training: Training is covered in fee

Lodging and airfare included: NO

Site Selection Assistance: YES

Lease Negotiation Assistance: NO

Mentor following training: YES

Length of mentoring Franchisee:

Ongoing as needed