

RSVP Direct Mail Advertising

Franchise Summary

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Category: Business Services

Subcategory: Advertising, Direct Mail

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Schedule a call with us today, just click here:

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

Franchise Fee: \$15,000

Royalties: 7%

Cash Investment: \$100,000

Total Investment: \$114,262 - \$381,848

NetWorth: \$250,000

VetFran: Yes

SBA approved: Yes

Master Franchise / Area Developer Opportunity: No

Founded: 1985

Franchised: 1998

Additional Details

We are lead generation and direct mail experts. Our business model is simple: RSVP attracts affluent buyers to local businesses that advertise through us. Via our direct marketing solutions with digital integrations, we deliver their brand offers to the top third of households based on demographics, home value, lifestyle, expenditures, income and more.

The RSVP model drives qualified leads to businesses. We target homeowners that are most likely to purchase fine dining, home remodeling, professional landscaping, spa visits and other lifestyle and convenience products and services. RSVP is a proven direct mailer solution. Using your home or office as a base, you'll sell RSVP direct mail solutions to local businesses — outsourcing the design, production and mailing to vetted Professionals within the network.

Proven B2B Concept: RSVP is a proven direct marketing solution, driving qualified leads to advertisers for over 30 years. We have cracked the code for lead generation with our proven B2B concept. Starting with our proprietary database, factoring in demographics, home values, expenditures, income, lifestyle data and more, we target qualified leads proven to convert. We feature advertisers in our ultra high-quality direct mail marketing solutions with digital integration, tracking conversions and driving business growth.

Starting out as a home-based or office-based, you will have low overhead; no inventory or equipment needed. RSVP provides turnkey training and onboarding support.

WHY RSVP Publications?

Work from home
Low investment
Strong income potential
Low overhead
Prime territories are available
Long term relationships with professional clients
– lots of repeat business
Strong support structure from the corporate office
Be part of the Alliance Franchise Brands family of brands consisting of Allegra Marketing & Print Mail, KKP, American Speedy Printing, Insty-Prints, Signs Now, Signs By Tomorrow, Image360, True Install and RSVP Advertising

Function of the Member/Franchisee

Sell lead generation tactics to local small to medium sized businesses (fine dining, home remodeling, professional landscaping, spa visits and other upscale products and services) that are interested in exposure to nearby, upscale households. You'll target consumers that are most likely to purchase from the businesses that you represent. **RSVP is direct mail to the upscale!**

FINANCIAL DETAILS

Franchise Fee: Single: 15,000 + Territory
Fee of \$0.60 per qualified household
(minimum 50k Homes)
Providing earnings guidance in Item 19 in FDD: YES
Total investment range: \$114,262 - \$381,848
Net worth requirement: \$250,000
Royalty: 7%
Additional fees: Full Item 7 in the FDD
Financial assistance available: YES
VetFran program: YES
25% discount for all veterans, DiversityFran members, and first responders on the initial franchise fee

SUPPORT & TRAINING PROVIDED

Training and support program details:

5 days of home office training
Sales training and planning
CRM onboarding
Invoicing and collection training

Each client would represent a card in a deck with a recommended goal of 40-50 cards per deck

OUR IDEAL CANDIDATE

- Sales and Marketing Focused
- Self-Motivated
- Strong Business Acumen
- Organized
- Professional
- Communicative
- Entrepreneurial
- Driven
- Highly Social
- Persistent

AVAILABLE MARKETS

US markets available: All States
HOT Regions/Desirable: ALL States
NOT available: N/A
Canadian Referrals: NO
International Referrals: NO

BACKGROUND

Year founded: 1985
Year Franchised: 1998
Number of franchises currently operating: 56
Number of corporate owned franchises: 0

Home Based: YES
Absentee ownership available: NO
Accepting Master Franchisor and Area Developer Referrals: NO
Average number of employees required: 1
E2 Visa Friendly: NO

Last updated: 9/24/2025

Cost for Training: Included in Franchise Fee - owner pays for cost of meals travel and lodging only.

Lodging and airfare included: NO
Site Selection Assistance: NO
Lease Negotiation Assistance: NO

Mentor following training: YES
Length of mentoring Franchisee: Ongoing
- have field operations support from our Regional Directors.