



Contact Information – Who Gets Lead Referrals

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Referral Fee: Single Unit: \$30,000 new territory, Additional Units: +\$15,000

Industry	Targeted Direct Mail Marketing	Year Started Franchising	1998
Year Business Started	1985	Franchise Units Open	46
Number of Company Units Open	1	Investment Range \$	\$114,262 - \$381,848
Franchise Fee \$	\$15,000 plus territory fee \$.60 per Qualified Household \$30,000 minimum	Required Liquid Capital \$	\$100K
Required Net Worth \$	\$250K	Royalty	7% of Gross Sales
Industry Size \$	Over \$200 Billion Domestically including Marketing Services	Available in Canada/ Internationally	No
SBA Registry?	Yes	VetFran/Diversity Fran	VetFran and First Responders receive a 50% discount. <i>*Please note, consultants receive full referral fee</i>
Offer Group Health Insurance?	No	State Registrations	All states approved
In House Financing?	Partial Available	Item 19	Yes

Business Features

Full Description

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.

Hooks & Hangers

- 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, RSVP Direct Mail Advertising and True Install

Competitive Advantage

RSVP Direct Mail Advertising delivers their promotional appeals to the top third of households based on value. We deliver to the upscale.

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!

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

Ideal Candidate

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

Support

Online Self-Paced Training

- 20 hours
- Topics: direct mail, products and services, target customers

Virtual or In-person Training

- Up to five days (40 hours)
- Topics: business and marketing planning, print production partner introduction, sales planning and sales training, time management, financials

Ongoing Support:

- Accountability Coach
- Network-wide webinars
- Success-sharing sessions and online community

- One-on-one skills and refresher training
- Annual in-person meeting
- Over 100 HQ employees at AFB with dedicated team members for RSVP

Item 19:

Financial Performance*



2024 Annual Gross Sales

	RSVP Businesses Open More than 1 Year	Average Annual Gross Sales	RSVP Businesses that Achieved or Exceeded the Average	Median Annual Gross Sales	Range
All Franchised	46	\$368,552	22 (47.83%)	\$351,059	\$0 to \$1,065,590
Top 50%	23	\$574,850	8 (34.78%)	\$521,794	\$358,870 to \$1,065,590
Bottom 50%	23	\$162,252	13 (56.52%)	\$190,061	\$0 to \$343,248

Number of Cards in Luxury Card Pack

Average Number of Cards	Luxury Cards Packs that Achieved or Exceeded the Average	Median Number of Cards	Range of Cards
29	94 (41.78%)	27	12 to 69

**Please see Item 19 of our FDD for full details*

Issues and Ambushes

Ambush the Myth: "Direct Mail Is Dead"

Direct Mail Is Thriving in a Digital World

Contrary to outdated beliefs, direct mail is not only alive—it's outperforming digital in several key areas. Recent studies show that direct mail response rates from house lists now average 9%, significantly higher than email's average response rate of just 1%–1.5%.

Direct + Digital = Maximum Impact

When integrated with digital marketing, direct mail doesn't just hold its own—it amplifies. According to the Data & Marketing Association (DMA), combining direct mail with digital campaigns can boost response rates by up to 450%, making it a cornerstone of omnichannel strategies.

Consumer Behavior Favors Tangibility

- Open Rates: 66% of physical mail is opened, compared to 17.6% of emails.
- Immediate Engagement: 79% of recipients act on direct mail immediately, whereas only 45% respond promptly to email offers.
- Brand Recall: Mail is 35% more memorable than digital media alone, according to Canada Post neuromarketing studies.

Why It Works

Direct mail engages multiple senses—sight, touch, and even smell—and cuts through digital fatigue. In today's crowded inboxes, the tactile experience of mail delivers standout attention and trust.

Candidate Sales Process

1. Intro call
2. Brand overview webinar
3. FDD
4. Validation
5. Executive call

6. Virtual Discovery Day
7. Agreement



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