



Direct Mail Advertising

DIRECT MAIL TO THE UPSCALE



The RSVP business model is simple:

RSVP attracts affluent buyers to local businesses that advertise through us. With digital integrations for trusted ROI analytics, franchisees assist local businesses in harnessing the power of direct mail. 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.

WHY RSVP?

- Low cost-of-entry with an excellent earning opportunity
- Great lifestyle; enjoy an appointment-based business making your own schedule
- Home-based operation with minimal overhead; limited inventory or equipment required
- Proven franchise model for over 35 years
- Sales-focused operation: attract advertisers while outsourcing design, production and mailing
- Steady sales potential: many franchise owners renew 70-80% of clients annually
- National Accounts Program to supplement local efforts
- Ongoing support from AFB: Lead generation, ongoing sales training & tips, weekly sales webinars, etc



Investment Range

\$114,242 - \$381,848

Required Liquid Capital \$100,000

Required Net Worth \$250,000

**Please see ITEM 7 of the FDD for full details*

Franchise Fee: \$15,000

Territory Fee:

\$.60 per qualified household

**50% Franchise Fee Discount
to Veterans & First Responders**

IDEAL OWNER

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

A Day in the Life

- Calling local businesses
- Going on face-to-face appointments
- Meeting with networking groups
- Consistently building prospect list
- Attending home shows
- Set weekly & daily goals

Contact: Morris Shamouni | (310) 901-5611 | morris@generalfranchise.com

americasgreatestfranchises.com

Alliance Franchise Brands LLC (MN F-8962) Plymouth, MI 48170, (310) 901-5611

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