



Contact

Morris Shamouni

(310) 901-5611

2 Minute Drill

Year Business Started	1979	Year Started Franchising	1980
Number of Company Units Open	109	Number of Franchise Owners	34
Franchise Units Open	48	Additional Franchise Units In Development	0
Franchise Fee	\$59,900	Investment Range	\$75,000 - \$100,000
Franchise Fee Discount	n/a	Item 19	n/a
Required Liquid Capital	\$64,630 to \$76,160	Required Net Worth	\$100,000
States with Operating Locations	CA, AZ, CO, TX, IL, NJ, MD, VA, GA	State Registration Intentions	We are registered in all except NY
On the SBA Registry?	Yes	Royalty	Variable- \$150 - \$350 per zone flat

“OUR STORY”

Since 1979, we’ve provided direct marketing services to small and medium sized businesses all over the country. Our franchisees operate as marketing consultants within the territories they own and operate, providing a variety of direct mail and digital marketing services in the communities they serve.

We provide “Madison Avenue” marketing services to Main Street businesses for a fraction of the cost!

Brand Description

Money Mailer’s iconic red, white, and blue envelopes containing offers and values that consumers love. We combine traditional direct mail with digital offerings through our website, app, email campaigns, and other special programs. The best marketing campaigns today combine print and digital offerings to reach different segments of potential and current customers.

BUSINESS FEATURES:

1. Home based
2. Low overhead
3. No employees
4. High earning potential/ROI
5. Turnkey (our franchisees sell services and we fulfill the orders)
6. State-of-the-art sales tools and Sales materials
7. Fast start-up
8. High brand recognition

ELEVATOR PITCH:

Money Mailer is a low-cost, home based, B2B franchise opportunity that combines the best uses of print and digital to allow franchise owners to serve clients as marketing professionals. The goal is to help their local business clients grow as they reach more consumers in their communities using both direct mail and digital products. The intended result is increased client growth and satisfaction, leading the growth and success of our franchisee.

Money Mailer targets America's best consumers, carving out specific mailing zones comprised of affluent households whose behaviors indicate they're interested in local offers and are willing and able to take advantage of them when presented.

Money Mailer is looking for franchisees who understand the importance of relationship-building. They enjoy the challenges that lead to its ultimate benefits. Persistence is very important to us, sales experience is not required. We believe success as a franchisee is more about having the "DNA" effective salespeople have, things like enjoying meeting people, a competitive nature, persistence, and enjoy interacting with all kinds of people.

BRAND DIFFERENTIATORS AND COMPETITIVE ADVANTAGES FOR OUR CUSTOMERS:

1. We focus on the **consumer** bringing them ads from a diverse group of **local businesses**, always with emphasis on **great offers** from those consumers want—this results in better response and profitability for our customers.
2. We are a **marketing company** that helps businesses get and keep more customers by providing advertising that generates both **print and digital response**.
3. We advertise to a **higher than average income audience of consumers**. They have the ability and the willingness to spend
4. Our direct mail **envelope is oversized**, which allows the client to tell a bigger and better story of their business
5. We **drive traffic** to client's web properties and have the analytics to prove it. Doing so allows us to claim the business we actually bring them.
6. We provide **owner-to-owner advertising expertise and service**.

CURRENT INDUSTRY CONDITIONS, ADVANTAGES, AND PROJECTIONS:

- As of 2025, the local advertising market is a \$172 billion industry...and growing by the billions every year.
- Direct mail is a \$46 billion industry that is growing by billions annually.
- Digital growth is exploding - nearly 90 percent of consumers prefer a campaign with a mixture of physical and digital elements.

NOTABLE AWARDS:**TARGET CUSTOMER:**

- Small to medium sized businesses

ITEM 19:

- Yes - Available
- Candidates will be able to validate strong earning potential

HOW DO WE COMPARE:

	Franchise Fee	Initial Investment	Item 19 AUV	Sales to Investment Ratio
Money Mailer	\$59,900	\$75,000	n/a	variable
Valpak	They don't franchise			

TRAINING DETAILS:

2 weeks of training – 1 week virtual and 1 week in-field – with Regional Sales Manager.

POTENTIAL OBJECTIONS AND HOW TO OVERCOME THEM:

“The World Is Going Digital – Print Is On The Way Out”

- The world is going digital with SEARCH! Google is replacing all the old print search engines we used to use– Yellow Pages and Newspapers
- You search after you know what you want – after buying demand is created. Direct mail **creates** that buying demand!!
- Money Mailer’s continued success comes from providing **integrated** media solutions. Companies that rely exclusively on digital ad sales continue to lose millions.
- Direct Mail is **vital** for local businesses (our niche) to reach consumers living within a 3-5 mile radius of their locations. It will be roughly 50% of the local business’ total marketing budget.
- Direct Mail is **one component** of our integrated marketing solution for local businesses but it’s critical because it reaches the consumer **before** a purchase decision is made.

“I’m Not a Sales Animal”

- Over 1/3 of our franchisees had no prior sales experience. You just need “sales DNA” – the ability to talk to people, walk into businesses and ask questions and help them succeed. We use a customized candidate assessment to help ensure candidates are a good fit of our business.
- Aggressive lead generation is provided **for the entire first year**. Strong repeat client base can be acquired.
- There are 4 weeks of in-territory training/onboarding and a dedicated field-based Regional Sales Manager assists with customer acquisition.
- Franchisees access a 24/7 Intranet site with a cutting-edge portfolio of marketing databases and web-based marketing tools to come across as professional, local marketing experts.
- This is a consultative, relationship-driven business, not a one call close transaction. This aspect of the business is readily confirmed in validation.