An Exclusive and Trackable New Mover Marketing Program





Business Observer (Feb. 2014) – Three days after his father's untimely passing in 2009, Michael Plummer Jr. found himself sitting in his dad's office signing payroll checks.

"Sitting in his chair, using his pen, the last check in the book was signed with his signature," Plummer says. It was the hardest moment of his life, but he knew someone had to keep his dad's business, Our Town America, rolling. That day, "most checks went out with tears on them."

Learning from the military "to suck it up and do it," was the only thing that kept him going.

Plummer's father, whom he had worked with side by side for the previous eight years, founded the business 42 years ago, sending a one-time personalized packet of offers to new residents. The packets feature deals from both mom and pop companies and national chains. Our Town America limits its offerings to one type of business in each zip code, so there can't be two pizza places or two dry cleaners in

one packet.

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Source: Business Observer, February 28, 2014