Skilled Sellers Bring Our Town America's Established New Mover Concept Forward



PINELLAS PARK — Our Town America, a 40-year-old, direct mail advertising company targeting recent movers, is all Mayberry RFD on its front end, but its inner workings are right out of the Jetsons.

An American flag hangs over the company's front door, its logo is the main street of a nostalgic small town, and its reception area feels like a comfy family room.

Holding up the warm-hued, earthy envelope that carries its sponsors' free offers to new householders around the country, Michael Plummer Jr., Our Town America's 35-year-old president, said, "We're old fashioned." He was referring to the concept of welcoming new neighbors into a community, a tradition about which he is unashamedly passionate.

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Source: The Business Journals