



Brand New Design and Series of Programs Honor Major Company Milestone

PR Web (April 2017) - [Our Town America](#), the [nation's premier new mover marketing franchise](#), turns 45 this summer and the company will celebrate by honoring and rewarding the franchisees, small business owners (sponsors), and local new movers who have helped the company thrive since its 1972 inception.

2017 marks the [45th anniversary of Our Town America](#) and the [130th anniversary of the coupon](#). Our Town America CEO, [Michael Plummer](#), says his company has elevated the impact of "coupons" by targeting new movers with personalized and meaningful [one-time only gift certificates](#).

"Our gift certificates outperform 'spray and pray' coupon programs because we're reaching people when they're actively searching for new local businesses," says Plummer. "Put simply, our gift certificates have changed the game for the 'couponing' industry because we help local businesses deliver valuable, often



completely free, offers to new movers as soon as they get to town. I'm proud to say that our ability to evolve the concept of 'coupons' into highly targeted and results-driven gift certificates has been the key catalyst to our 45 years of success."

On June 19, 1972, Plummer's father, Michael Plummer, Sr. launched Our Town America in Newton, Iowa and began franchising the concept in 2005. Since taking over for his father following a sudden and tragic heart attack in 2009, Plummer has worked diligently to expand upon his father's legacy. In just eight years, Plummer has grown Our Town America into the **nation's most profitable and fastest growing new mover marketing franchise**. The company generated \$8.9 million dollars in system-wide revenue in 2016 and has expanded to 54 franchises in 27 states.

Plummer and his team expect this growth to continue in 2017 as the company celebrates its **45th anniversary**. This summer, Plummer and his corporate staff will move into a brand new 44,000 square foot facility to make space for **new employees they're hiring** to serve local customers and support franchisees. In fact, Our Town America will hire 30 new employees system-wide in 2017 for jobs such as Inside Sales Rep, Outside Sales, Customer Service, Appointment Setting, and Accounting. These new additions will be critical as Our Town America expects to add 8 to 10 new franchise locations (in places such as North Carolina, Texas, and the Tri-State) and grow system-wide revenue by 5.56% in 2017.

"As the nation's premier new mover marketing franchise, our continued success hinges on our ability to support our franchisees and connect new movers with reputable local business around their new home," says Plummer. "And considering our unprecedented growth in recent years, it's imperative we find and hire passionate and talented people who can help us do just that. Additionally, it's equally important that we continue to evolve our service offerings and go above and beyond to show our appreciation to our loyal sponsors."

Speaking of evolving and showing appreciation, Our Town America has unveiled a brand-new look and announced a series of sponsor-focused discounts/campaigns in



honor of its 45th anniversary. Here's what the company is doing to celebrate in 2017:

- Our Town America is rolling out a [brand-new 45th anniversary edition welcome package envelope and gift certificate](#). The new design possesses a sleek, clean and classy look that retains the warmth and personalization of the original design.
- Our Town America is giving back to any local business owner who signs up to be a new sponsor in 2017. They're offering up the first month of services for FREE and will reduce set-up costs.
- Lastly, Our Town America has been going BIG for new movers and local businesses in Q2 2017. Be on the lookout for a series of local donations, surprise gifts, and welcoming parties in May, [National Moving Month](#), and June as Our Town America gears up for its anniversary day celebration on June 19, 2017.

Plummer says each of these anniversary year announcements and celebrations are tied to the company's key values as the nation's premier new mover marketing franchise.

"We're evolving with the times while staying true to our core value proposition - helping new movers across the nation get settled and develop long-term relationships with local businesses," says Plummer. "In today's increasingly technical world, people aren't truly connecting with neighbors and local business owners in meaningful ways. Our ability to fill that void will be the key to our next 45 years of growth and success!"