



Our Town America Announces 2016 IFA Convention Appearance

Our Town America, the nation's premier New Mover Marketing franchise, will be sending a half-dozen executives, employees and franchisees to the [56th Annual 2016 IFA Convention](#) hosted by the Henry B. Gonzalez Convention Center in San Antonio, TX from February 20-23, 2016.

This will be the 11th straight IFA convention appearance, and the 8th straight as an exhibitor, for CEO Michael Plummer, Jr. and the Our Town America team. According to Plummer, Jr., the IFA Convention – the biggest franchising event of the year hosted by the International Franchise Association – is particularly important to his company; one of the few in attendance that operates as a franchise while serving other franchise systems as a supplier.

“We truly understand the nuances and challenges franchisors and franchisees face because we live it day in and day out,” says Plummer, Jr. “The IFA Annual Convention is so powerful for us because we can share experiences and valuable lessons learned with thousands of attendees from a franchisor and supplier perspective. This helps us stand out at our trade show booth, in private meetings, and in business roundtables because we get it from both sides – allowing us to



contribute to conversations on a personal and professional level as a true problem solver.”

Plummer, Jr. and the Our Town America team will be interacting with dozens of leading franchise minds throughout the IFA Convention at exhibit hall booth #723. They’ll be discussing how Our Town America helps more than 600 franchise brands, spanning dozens of industries within franchising, reach out to more than 8 million movers in local communities around the country each year. Additionally, they’ll be able to share specific success stories that helped the company reach the following strategic benchmarks in 2015:

- Increasing systemwide revenues by 13.5% when compared to 2014
- Increasing the systemwide sponsor base by 6.3% when compared to 2014
- And increasing the number of new movers reached systemwide by 1.5% compared to 2014

Our Town America will also be offering one month free to each franchise location who signs up at (or immediately following) the IFA convention. Plummer, Jr. says he’s more than willing to make the offer because he believes Our Town America’s New Mover Marketing program will generate results that will keep customers for life.

“This IFA convention offer mirrors the recommendations we give our sponsors each day,” says Plummer, Jr. “We help local franchisees offer free gifts to new movers that inspire them to try out the business as soon as they get to town. These offers position franchise owners as true community fixtures and help them build long term, loyal relationship with new movers who truly appreciate the thoughtful gesture. In other words, we help franchisees execute a new grand opening each and every month that gets new customers in the door!”

“We’re confident in the consistency and performance of our New Mover Marketing services and we’re excited to show IFA convention attendees how we can get their



franchisees started!"

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