# Career Sales & Marketing Exec. Launches Our Town America The Triangle



PRWeb (November 2015) – Our Town America, the nation's premier new mover marketing franchise, has announced its third North Carolina location on October 7th in Raleigh. This is big news as the Our Town America business model, a direct mail marketing program specializing in delivering warm community welcome packages filled with free offers for new residents, is a perfect fit for The Triangle – a fast-growing region filled with local businesses eager to develop loyal relationships with new customers.

Sally Hanson and Roger Osborn were inspired to open the newest Our Town America location in Raleigh and Chapel Hill because they believe the area is poised for long-term, sustainable growth. And according to Hanson, she believes no other direct mail marketing program does a better job helping small businesses acquire new, loyal customers.



Sally Hanson & Roger Osborn of Our Town America The Triangle & President Michael Plummer Jr. | "Never before has there been such a great opportunity to connect the great local businesses here with their new neighbors in the Triangle." -Sally Hanson

"I've been in sales and marketing for more than 30 years, but it wasn't until I saw an article in the Wall Street Journal featuring my friends Mike & Julie Fisher from Our Town America of Tampa that I decided to take the plunge as a small business owner," Hanson said, "Roger and I have been in The Triangle for 20 years and have witnessed first hand the tremendous growth. Never before has there been such a great opportunity to connect the great local businesses here with their new neighbors in the Triangle."

Statistics suggest that new mover marketing has never been more powerful as moving is back on the rise – more than 40 million Americans are expected to move this year – and new movers need a helping hand from local business owners more than ever before. Consider the following from a recent survey of more than 300 Americans who have moved in the past five years:

- More than 53% of new movers say today's neighbors are not as friendly as the neighbors they remember as a child because they "seem too busy."
- Nearly 9 in 10 (88%) new movers say that receiving a housewarming gift would make them feel more comfortable in a new neighborhood, yet less than half (46%) have ever received a housewarming gift after a move.
- More than 4 in 5 (81%) of new movers say they would like advice about their

new community upon move in.

- And 93% of new movers say they would take advantage of an offer from a local business that took the time to welcome them to the community.

According to Michael Plummer, Jr., Our Town America's President and CEO, the commitment shared by all franchisees in the Our Town America family to satisfy the housewarming void with warm and personalized community welcome packages filled with valuable offers from local businesses has been the key to the company's expansion to 59 locations in 23 states since its initial inception in 1972.

"Sally and Roger are a perfect fit for the Our Town America franchise family and we are confident they'll thrive in the booming Raleigh market," says Plummer. "The pair has lived in Raleigh for more than twenty years and they bring decades of sales and marketing experience to the table as our newest franchisees. That's a recipe for success as they know their community extremely well and possess the business acumen required to implement our business model effectively. We are eager to see the impact Sally and Roger make in their local community as they work with local businesses to help new movers feel more comfortable and welcomed in their new neighborhood."

Serving all types of businesses, including, but not limited to, pizzerias, salons, auto repair shops, dentists, restaurants, and furniture stores, Our Town America has established itself as the industry leader offering local small business marketing that connects local businesses with new residents as soon as they come to town. The company has been franchising since 2005 and has been the proud recipient of countless Franchise Business Review distinctions, including a Top 100 award for veterans in franchising and the Franchise Business Review Top Company Award – an honor bestowed upon only one franchise company per decade who has earned a top 50 franchisee satisfaction award for ten straight years.

To contact Sally and Roger of Our Town America The Triangle, you can fill out a Contact Form or call 919-349-7611.

Read press release on PRWeb.

Source: PRWeb