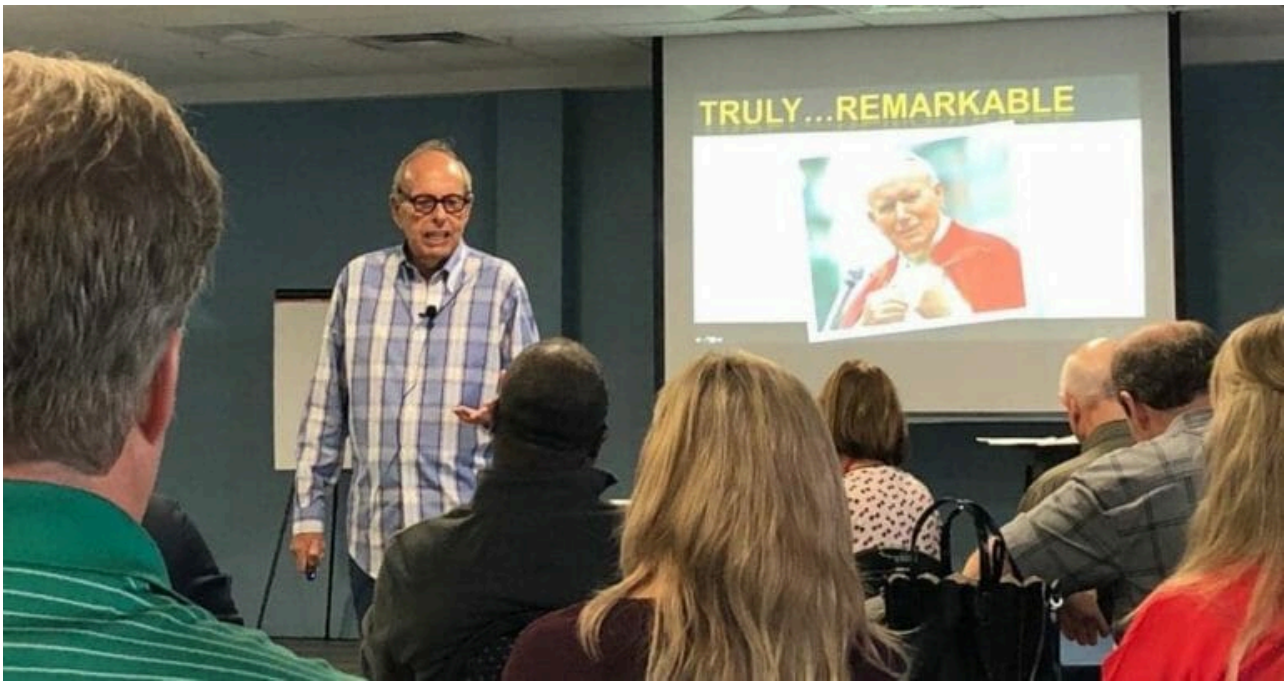
Marketing Mogul, Tom Feltenstein, and Our Town America Team Up to Empower 60+ Small Business Owners



TAMPA, Fla. (April 2019) – Our Town America, the nation's premier New Mover Marketing franchise, recently hosted Keynote Speaker, Author and Marketing Visionary, Tom Feltenstein, at their annual franchise convention. Feltenstein has been a Marketing mogul for over 30 years and, much like Our Town America, is known to be an expert in the industry.



Tom Feltenstein, Founder & CEO of Power Marketing Academy

Our Town America, which was founded in 1972, has been holding annual conventions since 2005 when they first began franchising. The company hosts a variety of sessions ranging from sales &

marketing tips to how to make the most of the tools provided to the franchisees, such as their constantly-improving technology including mobile applications, the

CRM, USPS Every Door Direct Mail®, and more. However, the company knows that, for many, the most motivating session can be one that focuses on internal drive.

At this year's convention, Feltenstein's session focus was 'how to be remarkable' and what that can do for your bottom line. At the core of being remarkable is taking customer engagement to a whole new level by going above and beyond expectations to deliver extraordinary value to your customers. This lines up perfectly with Our Town America's core beliefs. The company's convention theme this year was 'Mission Possible: The Code to Success'. The convention was centered on all that is possible for the franchisees if they are relentless in their work ethic & pursuit of excellence. This duo, Tom Feltenstein and Our Town America, as many of the 60+ franchisees noted, is 'one for the books'.

And what's more: Feltenstein is already a firm believer in marketing to new movers. With decades of marketing and advertising success under his belt, he has a respect for this niche market – knowing just how loyal these new customers can be to searching businesses.



Keynote Speaker, Tom Feltenstein, at the Our Town America 2019 Convention

The company and their many franchisees look forward to another year of

prosperity, fueled by innovation, commitment to excellence & Feltenstein's powerful and impactful presentation during this year's Convention: That success will always be based on understanding what the *customer* wants & needs.

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About Our Town America

For 47 years, Our Town America has been connecting new movers with local businesses by helping turn them into long-term, loyal customers. As the leaders in New Mover Marketing, they use a mix of proven and perfected methods of direct mail and new technologies to focus exactly on the businesses ideal type of customer. Through their mobile app, they are 100% trackable and also offer demographically targeted full-color postcard mailings, EDDM, and more.

Since the company started franchising in 2005, Our Town America has consistently been placed in the Franchise Top 50, ranking top in their category for franchisee satisfaction.

Our Town America's dedication to the "sponsor exclusivity" concept, meaning Our Town America will only recommend one of each business type in any specific zip code within its welcome packages, has been one of the key catalysts for the company's long-term success. In addition, sponsors consistently rave about other unique aspects of the New Mover Marketing program – such as their ability to reach a brand-new audience of impressionable new movers each month and the insightful data/metrics delivered by Our Town America's innovative pinpoint tracking system.

Due in large part to Our Town America's devotion to those concepts, thousands of satisfied business owners throughout the United States attest to the success and effectiveness of the program. Additionally, dozens of locally owned franchisees validate Our Town America's concept as a viable business opportunity.

It is Our Town America's mission to assist new movers adjusting to their community, help businesses gain new and loyal customers and provide franchisees with an excellent opportunity. The eight million households who receive Our Town America's welcome packages each year prove that Our Town America is committed to following through on that mission statement.

For more information, visit the Our Town America website

at https://www.ourtownamerica.com/.