

# Our Town America Named a 2025 Best-in-Category Franchise by Franchise Business Review



Clearwater, FL — Our Town America, the nation’s premier new mover marketing franchise, was recently named Best-in-Category in the Advertising & Sales on Franchise Business Review’s list of the Top Franchises for 2025. This marks Franchise Business Review’s 20th year recognizing top-ranked franchise opportunities based on feedback from actual franchise owners.

In addition to this recognition, *Our Town America* was also honored in two other prestigious categories:

- Top Low-Cost Franchises – for offering a high return on investment with a lower initial entry barrier.
- Top Franchises for Women – recognizing brands that excel in support, inclusivity, and success among female franchisees.

“Franchisee satisfaction continues to be the leading indicator of franchise performance and system health, and we are pleased to report that owner satisfaction among the 2025 Franchisee Satisfaction Award winners averages 30% higher than other franchise brands,” said Michelle Rowan, president and COO of

Franchise Business Review. “Each of the award winners on this year’s list received stellar ratings in areas critical to franchisee success.”

“We’re incredibly honored to be recognized once again for franchisee satisfaction,” said Michael Plummer, Jr., CEO of Our Town America. “This award is a reflection of the strong culture, support systems, and mutual trust we’ve built with our franchisees over the past 50 years — and it motivates us to keep innovating for the future.”

To see the full list of 2025 Top Franchises, visit [FranchiseBusinessReview.com](https://FranchiseBusinessReview.com).

## **About Our Town America**

Founded in 1972, Our Town America is the nation’s leading new mover marketing franchise, helping businesses reach individuals and families who have recently relocated. Through a combination of direct mail, digital advertising, and personalized offers, Our Town America helps local businesses generate new customers and build lasting loyalty. The company supports a nationwide network of franchisees who deliver its proven, turnkey solutions to communities across the U.S. Learn more at [www.ourtownamerica.com](https://www.ourtownamerica.com).

## **About Franchise Business Review**

Franchise Business Review (FBR) is a leading market research firm serving the franchise sector. FBR measures the satisfaction and engagement of franchisees and franchise employees and publishes various guides and reports for entrepreneurs considering an investment in a franchise business. Since 2005, FBR has surveyed hundreds of thousands of franchise owners and over 1,300 leading franchise companies. Learn more at [www.FranchiseBusinessReview.com](https://www.FranchiseBusinessReview.com).