

Our Town America Ranks on Entrepreneur's Franchise 500® for the 3rd Time



Entrepreneur Franchise 500 – Our Town America, the nation's leading new mover marketing franchise, recently ranked as #394 in *Entrepreneur* magazine's Franchise 500®, the world's first, best and most comprehensive franchise ranking. Placement in the Franchise 500® is a highly sought-after honor in the franchise industry making it one of the company's most competitive rankings ever. Recognized as an invaluable resource for potential franchisees, the Franchise 500® ranks Our Town America, for the third time, for its outstanding performance in areas including unit growth, financial strength and stability, and brand power.

"2020 was a challenging year for everyone, but it was also a year of unusual opportunity," says Jason Feifer, Entrepreneur editor-in-chief. "Franchises were able to be nimble and innovative, serving the needs of franchisees and customers in ways that will resonate for many years to come. We believe that, when we eventually look back on this time, we'll see it as a moment when many brands defined themselves for the future."

In Entrepreneur's continuing effort to best understand and evaluate the ever-changing franchise marketplace, the company's 42-year-old ranking formula continues to evolve as well. The key factors that go into the evaluation include costs and fees, size and growth, support, brand strength, and financial strength and stability. Each franchise is given a cumulative score based on an analysis of more than 150 data points, and the 500 franchises with the highest cumulative scores become the Franchise 500® in ranking order.

Throughout its 42 years in existence, the Franchise 500® has become both a dominant competitive measure for franchisors and a primary research tool for potential franchisees. Our Town America's position on the ranking is a testament to its strength as a franchise opportunity.

"Our brand making this distinguished list for the third time despite the challenges of the 2020 pandemic – including business closures and some scaled-back marketing budgets – is a testament to our resilient business model as well as the hard work and dedication from our system as a whole," says Our Town America's CEO Michael Plummer. "We are very proud of this accomplishment and are looking forward to another fantastic year helping businesses gain and retain new customers through our new mover marketing program, postcard programs and various other direct mail offerings".

To view Our Town America in the full ranking, visit www.entrepreneur.com/franchise500. Results can also be seen in the January/February 2021 issue of *Entrepreneur*.

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About Our Town America

For over 48 years, Our Town America has been providing new movers with traditional hospitality by mailing warm housewarming gifts from local neighborhood businesses in a premium Welcome Package. 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, explore our **website** or call **1-800-497-8360**.