

# Our Town America, The Nation's Leading New Mover Marketing Franchise, Celebrates its 40th Anniversary



*CEO Michael Plummer Credits Success to Father's Business Model, Passionate Staff*

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In the early 70's, Our Town America's founder, Michael Plummer Sr., had been struggling for years to find ways to market his small pizza shop to Newton, IA residents in ways that sparked customer loyalty. After trying various marketing initiatives with little to no success, Plummer decided to change up his strategy. Instead of reaching out to the same established residents each month, he began reaching out exclusively to **new movers** with **personalized packages** offering hospitality and free pizza in hopes of sparking relationships that would last.

The **new mover marketing** concept proved successful, and in 1972, Plummer, Sr. decided to launch **Our Town America**, a new mover marketing business based on the same concept. In 2008, Michael Plummer, Jr. took over the business and has helped grow Our Town America to what it is today, the first and fastest growing new mover marketing **franchise** in the country. And now, four years later, in honor of the company's 40th anniversary, Plummer is excited to announce that Our Town America has grown to more than forty locations nationwide and currently serves more than 10,000 Small and Medium Enterprises and National Sponsors.

To celebrate the anniversary and the company's accomplishments, Plummer, Jr. brought the company together earlier this year at the 2012 Franchisee Convention

to commemorate the 40th anniversary with those who helped build the business. Later this month, he will continue the celebration and share news of the company's growth and success with franchisee prospects at The Entrepreneur's Source's 13th Annual Conference starting September 29th at the Harbor Beach Marriott Resort in Ft. Lauderdale, FL.

At the show, Plummer, Jr. will share stories from Our Town America's forty years of success serving new movers and **local businesses** and inform potential franchise owners of how the company has retained his father's vision and embraced modern technological advancements.

"A lot has changed since my father started Our Town America in 1972 but its the same focus on creating customer loyalty through personalized outreach to new movers that drives our business," said Plummer, Jr. "While our company has made necessary changes in the last forty years to grow and adapt to the modern consumer, our company's mission has remained the same - help new movers adjust and feel welcomed into their community while our Sponsors businesses gain new, loyal and long term customers month after month, year after year."

Plummer Jr. went on to add, however, that Our Town America's mission is only fulfilled because of the devoted efforts of each franchisee and corporate staff member.

"Each Our Town America franchisee and employee is passionate about developing long term relationships between new movers and local businesses," says Plummer, Jr. "They're passionate because they know that our new mover program makes a real difference in the lives of the small businesses owners and consumers who benefit from it. We are truly a family over here at Our Town America and everyone, both here at the corporate office and in the field, are willing to do whatever it takes to make our sponsors happy. That mentality has fueled our success for the last forty years and will continue to do so moving forward."

Marilyn Imparato, Our Town America's Director of Sales and Marketing, added the growth in popularity of home-based franchising as another catalyst for the company's success. To support her claim, she points to a recent Emergent Research study suggests that **home-based businesses** employ more than 13 million people and 35% of those businesses generate more than \$125,000 a year in revenue.

“In today’s tight economy, working from home makes more sense than ever for aspiring entrepreneurs because it keeps costs down,” says Imparato. “Home-based franchisees don’t have to worry about high overhead costs, employee fees and other fees associated with big box franchise concepts. Pair the low-cost appeal of a home-based model and a flexible work-life balance with a new mover marketing program that’s been proven over forty years of client engagements and you have our recipe for success.”

Source: PR Web



\*Emergent statistics available upon request.