Our Town America Ranks as a Top Franchise in 2021



Our Town America, the nation's premier new mover marketing program, is being recognized by Franchise Business Review as one of the best franchises to buy in 2021.

Each year, FBR surveys thousands of franchisees confidentially and compiles a list of top franchises based on the results. This year's survey put Our Town America near the top in several categories, listed at No. 25 in the overall "FBR Top 200 Franchises" rankings along with a Top 5 placement in the "Small" category.

"Earning such high rankings in the FBR survey is a great accomplishment each year," says Michael Plummer Jr., Our Town America President/CEO. "We're pleased to continue to get internal validation from our franchisees, especially after a tough year for so many businesses in 2020."

The FBR Top 200 Franchises Ranking is the most comprehensive list of the nation's top franchise opportunities based on actual reviews of more than 28,000 franchisees across more than 300 of the nation's leading franchise companies. The franchisees are asked nearly three dozen benchmark questions about their experience and satisfaction regarding critical areas of their franchise systems, like

training and support, operations, franchisor/franchisee relations and financial opportunity.

Below are Our Town America's FBR survey rankings for this year:

- 25 overall on the 2021 Top 200 Franchises list
- Top 5 in the "Small" (under 55 units) Category
- #1 "Advertising and Sales" Franchise

Our Town America also made all three lists, including:

- Top Low-Cost Franchises
- Top Franchises for Women
- Top Recession-Proof Franchises

You can view the complete list of the 2021 Top Franchises at FranchiseBusinessReview.com. The publication showcasing all rankings is now available.



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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, visit the Our Town America website or call 1-800-497-8360 ext.236.

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 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 1,100 leading franchise companies. FBR publishes free and unbiased franchisee satisfaction research reports throughout the year.