



Franchise  
Opportunities  
Network

## 2019 Media Kit

Updated Through March 2019



# Franchise Opportunities Network

is the # 1 source for entrepreneurs looking to buy their own franchise.



20 Years of Experience in Online Lead Generation for Franchisors.

Serving the Franchise Industry since 1999.

## 4 Beautiful, Responsive Sites



FranchiseOpportunities.com



BusinessBroker.net

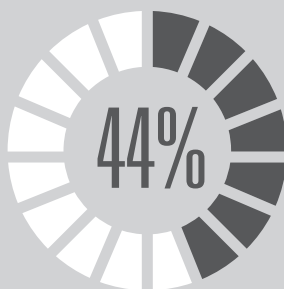


FranchiseForSale.com



FoodFranchise.com

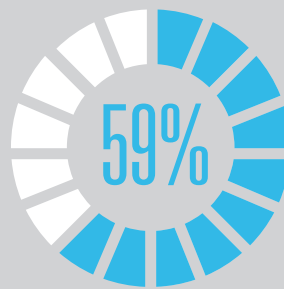
## OUR LEAD SUBMITTERS



submit to  
JUST ONE

1

C O N C E P T S



submit to  
ONE or TWO

2



submit to  
THREE or LESS

3

# TOP RANKED

franchise lead generation portal

Franchise Benchmark Industry Report



## Franchise Ad Portals are the Top Digital Franchise Sales Producers

\* Data from 2018 Franchise Leadership Development Conference October, 2018, Atlanta, GA



# 350+ CUSTOMERS

Representing and trusted by a wide variety of franchise brands.

Supercuts | Minuteman Press | AAMCO | Allstate Insurance Company | Pearle Vision | Planet Smoothie | Home Helpers

## PROFILE OF OUR LEADS

### 46%



household incomes of \$75,000 or more

### 50%



have completed college or graduate school

### 51%



have net worths of \$250,000 or more

### 85%

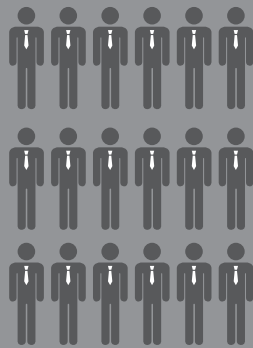


own their own home

January - March 2019

# 52,851

## Prospects Delivered to Our Clients



### Capturing the Boom in Mobile

# 59%

of all FON Prospects from Mobile Devices



FON has a dedicated paid search marketing specialist who ensures our sites are highly visible on Google, Bing, Yahoo!, and Facebook.

facebook

Google

YAHOO!

bing

### Social Media Stats

17,442 Likes



3,254 Followers



328 Followers



259 Followers



# FIND GREAT BUYERS

for your Franchise *Resale* Locations



advertise in all  
cities, counties & states  
great reach & geographic targeting

 **OVER 186,000** Visitors per Month

 **23,000+** businesses & franchises for sale

 **GREAT** search rankings Google | bing



Bruster's Real  
Ice Cream

## TESTIMONIALS

Fantastic Sams



Bruster's Ice Cream is happy to report the closing of a 4-Unit development agreement for Columbus, Ohio in February, 2019. The new franchisee originated from FranchiseOpportunities.com. The new franchisee has 6 years operations experience with Burger King and 27 years regional operations with Starbucks. Kim Ellis from Bruster's noted 'He brings fantastic franchise operational experience and knowledge. Thank-you FranOppNetwork for bringing us such a qualified prospect!'

**Kim Ellis | Bruster's Real Ice Cream**  
Vice President of Franchise Development

Of all the franchise portals Fantastic Sams has used and continues to use for qualified lead generation, Franchise Opportunities Network consistently outperforms the others. The leads provided have shown to have the best overall conversion rate for new franchisees. Two of our new franchisees, closed recently from FranOppNetwork, both signed 3 pack multi unit development agreements! Their entire team provides the personal attention needed so our campaign is always operating at full capacity!

**Erica L. Tarnowski | Fantastic Sams**  
Business Development Manager

## Advertising Packages Can Include



### Dedicated E-Mail Marketing

Campaigns to our active database of highly engaged prospects featuring your concept exclusively.



### Dedicated Marketing Team

Focused on making sure your brand is well positioned to capture traffic and attention. Our SEO and Paid Search Marketing Campaigns are designed to attract relevant traffic to our sites and your brand.



### Pay-Per-Lead

Pay only for what you get. We can craft an advertising package that meets your budget and lead generation goals.

Reach the largest number of potential buyers. Contact us today!

1-888-363-3390 | [info@franoppnetwork.com](mailto:info@franoppnetwork.com) | [www.FranOppNetwork.com](http://www.FranOppNetwork.com)