



m e d i a k i t

 **franchise.com**

COMPANY BACKGROUND

WHERE THE JOURNEY OF FRANCHISE OWNERSHIP BEGINS

Franchise.com is often the first place prospective business buyers look to find available opportunities and franchise information. An intuitive domain name, top search engine placements and savvy marketing techniques, bring thousands of genuine prospects to the site daily. A steady performer and originator of inquiries that power our clients franchise recruitment campaigns, Franchise.com has consistently been ranked on the Franchise Benchmark report as a top 10 Franchise Advertising Portal and top 5 in conversion for the completion of franchise applications. In 2010, 57% of prospects requested information from one company, and 3 out of 4 customers renewed our services!



THE FRANCHISE.COM EXPERIENCE

When you become a Franchise.com advertiser, you will be assigned to a dedicated Client Consultant who will work with you to set goals and meet them. To ensure your success, our Client Consultants are backed by a team of experienced franchise marketers, which includes designers, writers and search professionals.

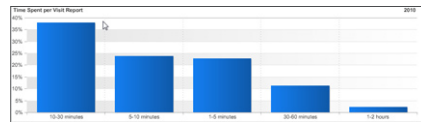
● **Outstanding lead quality, exemplified by our prospects' high degree of motivation.**

● **Consultative conversations that help you generate your desired level of activity.**

● **An unwavering focus on customer service, driven by loyalty and professionalism.**

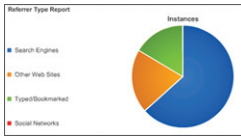
RESULTS

Top search engine rankings and savvy marketing campaigns drive 64% of activity on Franchise.com.



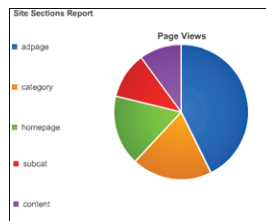
Once visitors reach the site it is through quality content, success stories and ongoing effective communications that we keep your opportunity in front of prospects at all stages of their search. Our commitment to users is just as strong as our commitment to our advertisers. Meeting the goals of users is a top priority. Through world class website testing techniques and ongoing analysis of how visitors get to the site, and use the site, we are able to provide timely product changes and new offerings.

Over 32% of page views on Franchise.com are to client pages.



Approximately 40% of users spend over 10 minutes reading and researching opportunities that match their interests.

Affirming our status as a trusted resource for prospective business buyers, we only share users' information with the companies for which they request information. We strive to create an environment that encourages education and informed interactions between our users and advertisers. This alignment of interests represents the backbone of our service and dedication to being a true partner.



CONTACT

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TESTIMONIALS

"We have been advertising with Franchise.com consistently and uninterrupted since 2007 for a reason. They deliver very high quality candidates that produce awarded franchises and one of the best returns on our investment from the portal advertising we've done over those years."

Julieann Chism

Nestle Toll House Cafe'

"If you are looking for a portal that provides high quality candidates that translate into good conversations, awarded franchises, and a strong return on your investment, Franchise.com is a great source."

Jeremy Kwaterski

CPR Cell Phone Repair

"We are extremely pleased with the lead generation and sales we have received from Franchise.com. Franchise.com has been our highest revenue generating website over ALL of the paid portals we use! We have sold 6 territories through them since our partnership began in February 2008. Moreover, the franchisees Franchise.com has brought us are the highest caliber in our franchise system. We look forward to continuing our partnership for many years to come".

Dawn Wilson

Homewatch Caregivers