



# Franchise Ventures

Buyers Start Here



# 2025 MEDIA KIT

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# 30 Years Fueling Franchise System Growth.

Serving franchisors with quality lead generation solutions since 1995.

## Multiple Industry Leading Web & Mobile App Assets

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



# There are many reasons to choose Franchise Ventures.

## Here are a few.



### Unsurpassed Traffic & Exposure

Franchise Ventures (FV) portfolio of sites and apps attracts over 500,000 visitors per month. Our sites attract a diverse and engaged group of prospective entrepreneurs. Advertising on FV allows you to cast the widest net possible!



### Control Your Budget

You choose how many leads you'd like per month to stay within your allotted budget. This may be adjusted up or down at any time.



### Custom Filtering

You determine your available states and minimum capital requirements for each lead. These filters may be adjusted at any time.



### OneView Dashboard

Every FV Client has their own personal and customized client dashboard where they can view their leads in real time, monitor their lead flow and lead cap progress, and view lead credits.



### CRM Connection

We will connect to your CRM and ensure all of your leads flow smoothly into it.



### Lead Scrubbing

Every prospect goes through a proprietary "scrubbing" process that is putting forth our best effort to validate phone # and emails. If our system finds no red flags, and the prospect comes from one of your open states and meets or exceeds your cash required filter, then we pass the new lead(s) along to you in real-time.



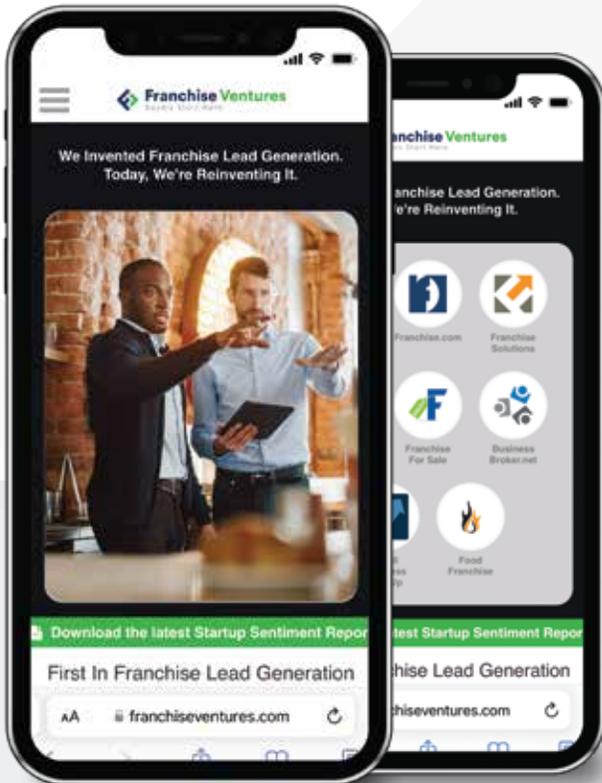
### Leads Per Prospect

42% of Franchise Ventures prospects submit to just 1 concept. 59% submit to 1 or 2 concepts. 70% submit to 3 or less brands. This is good news for you as it means you are not competing with tons of other concepts.



# Social Media Statistics

Franchise Ventures' digital marketing team works tirelessly across multiple channels to maintain high visibility for your brand everywhere your next franchisees may be.



**64 K**  
followers



**13 K**  
followers



**4 K**  
followers



**17 K**  
followers

**600+ Customers**  
Trusted by a wide variety of franchise brands

Bruster's Real Ice Cream • Minuteman Press  
Mr. Handyman • Budget Blinds • Mathnasium

# Advertising Packages Can Include



## Dedicated Email, SMS & App Push 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.



# Franchise Insights Nuggets

## Profile Of Our Leads

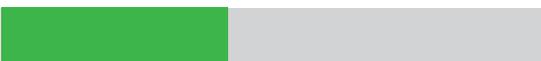
**81%**  
of Prospects  
are 41 years or older



**74%**  
of Prospects  
own their own homes



**43%**  
of Prospects have  
Net Worths exceeding \$250K



1

June 12, 2024  
**72%** of prospects who submit inquiries through portals go to franchisor websites afterwards to get more information and prepare for a conversation with a franchise representative.

2

June 19, 2024  
Over **55%** of all prospects inquired to only 1, 2, or 3 franchises. 71.3% of prospects report that they inquired about franchises with which they were either "completely unfamiliar" or "vaguely familiar" prior to their visits.

3

July 2, 2024  
66% of survey respondents claimed "willingness to follow a proven system" and essential characteristic for succeeding at franchise ownership.

4

Aug 14, 2024  
86% cited "Being My Own Boss" as the primary motivator behind seeking franchise ownership. Income Potential was the 2nd leading motivator with 62% of the survey respondents.

5

September 18, 2024  
Data from over five years of surveying aspiring franchise owners shows that about **15-26%** already own at least one business.

Franchise Venture's Franchise Insights provides research data and intelligence to help the franchise industry and investors understand and meet the needs of budding entrepreneurs who want to own their own businesses.

Check us out - [www.FranchiseInsights.com](http://www.FranchiseInsights.com)  
subscribe to the weekly FranchiseInsights newsletter.



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Contact us today!

