



MULTIMEDIA MARKETING AGENCY

FRANCHISE OPPORTUNITY



THE MAN BEHIND **THE MONEY**

Alan Worley brings over twenty years experience in the media industry helping businesses tell their stories. He launched Money Pages in Jacksonville, Florida in 2001 with a desire to provide affordable marketing for any local business. It has now grown to serving nearly 1 million households every month.

His vision grew to transform the company into a full multimedia agency offering mediums to reach consumers at home and on screen with the latest digital products.

Alan's focus today is providing motivated entrepreneurs local ownership opportunities in markets throughout the country to continue helping local businesses grow and consumers save money everyday.



2001

Alan Worley founded
Money Pages in
Jacksonville, Florida



2014

Launched 3D Digital to
provide comprehensive
digital marketing
solutions



2005

Quickly grew to over
250,000 in monthly
circulation and
federally trademarked
Money Pages



2019

Three franchise owners



2012

Began Franchising



2020

Seven franchise owners



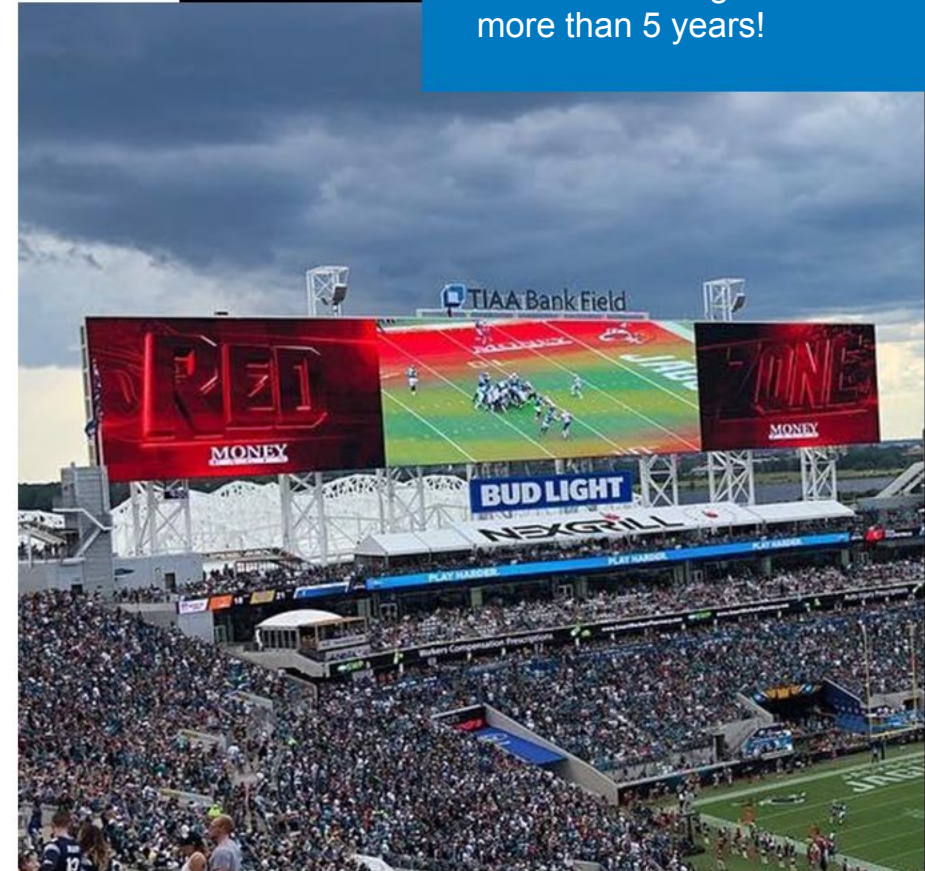
HIGHLIGHTS OF THE BUSINESS

- Semi-Absentee Executive Model or Owner/Operator
- Proven multi-billion Dollar industry
- Recurring Revenue
- Strong Corporate Support for over 20 Years
- Low Overhead = Few Employees
- Lost cost of entry
- Quick Ramp up
- No inventory or buildout
- Comprehensive Operations Manual and Technology Package
- Trackable results
- Custom territory mapping and data analytics
- Development opportunities available

FUN FACT



Money Pages has been a Proud Partner of the Jacksonville Jaguars for more than 5 years!





Direct Mail



Magazine

COMPETITION



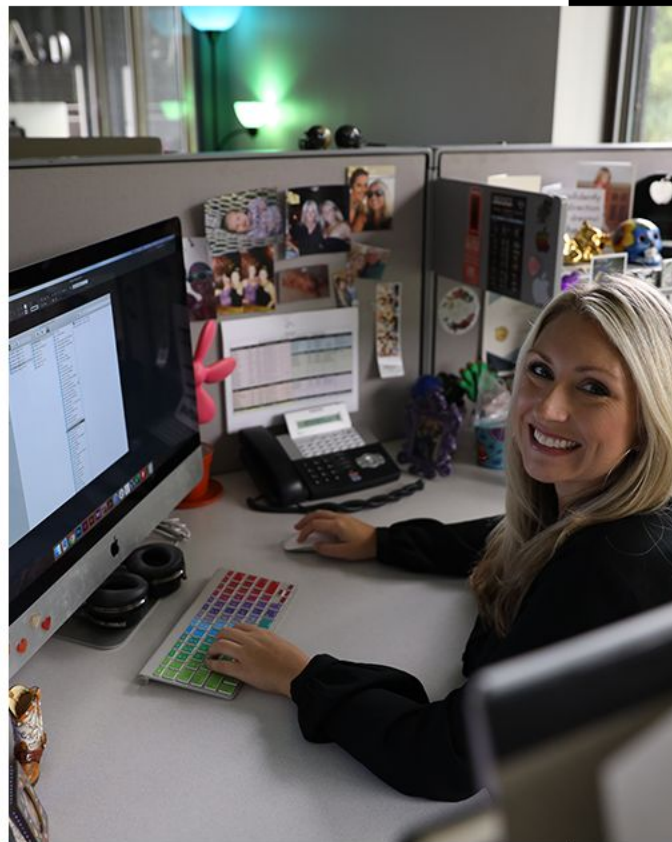
**Envelopes
Mailers**



**Digital
Marketing**

TECHNOLOGY

AN AGENCY AT YOUR FINGERTIPS



FUN FACT

Our state-of-the-art in-house production studio uses some of the same equipment as major motion picture studios

- **Mobile App**
- **E-Magazine**
- **Targeted Display Ads**
- **Social Media**
- **Certified Google Partner**
- **Digital Marketing & Branding Services**
- **Website Design**
- **Digital Visibility**
- **In-House Video Production Studio**



TWO **OWNERSHIP** PATHS

OWNER/OPERATOR

- Most affordable entry point to start a business
- Allows for immediate career transition
- No employees to hire and manage
- 1-to-1 relationship building with local businesses
- Typical 40-45 hour weekday schedule
- Can transition to an Executive Model over time

TWO **OWNERSHIP** PATHS

EXECUTIVE MODEL

- Ownership face of the business at networking and marketing events
- Semi-absentee 15-20 hours per week with maximum schedule flexibility
- Hiring, training, motivating a small sales team
Marketing, advertising, and promotion of the business
- Managing strategic key relationships



IDEAL **FRANCHISE** PARTNER



- Problem Solver
- Consultative
- Driven
- Organized
- Leader
- Investor Mindset

IDEAL **ACCOUNT** EXECUTIVE



- Active & Energetic
- Command Conversation
- Competitive
- Disciplined
- Self-Confident

HOW WE **SHARE** THE WEALTH

SAMPLE 50,000 HOUSEHOLDS

	16 page Magazine (per territory)	24 page Magazine (per Territory)	32 page Magazine (per territory)
Print	\$5,244	\$6,553	\$7,497
Postage	\$8,277	\$8,277	\$8,277
Flat Franchise Royalty	\$3,000	\$3,000	\$3,000
Design Fee	\$1,500	\$1,500	\$1,500
Marketing Contribution	\$250	\$250	\$250
Total To Print	\$18,271	\$19,580	\$20,524

INITIAL INVESTMENT



Expense	Cost (Avg)
Initial Franchise Fee	\$50,000
Lease/Security Deposits	\$0 - \$1,000
Leasehold Improvements	\$0 - \$2,000
Signage	\$100 - \$1,500
Furniture and Fixtures	\$0 - \$2,500
Computers and Software	\$1,000 - \$3,500
Office Equipment	\$100 - \$500
Office Supplies & Inventory	\$700 - \$1,500
Business Licenses & Permits	\$250 - \$500
Professional Fees	\$500 - \$2,500
Insurance Premiums (3 months)	\$350 - \$500
Training Expenses	\$1,500 - \$2,500
Grand Opening Marketing	\$3,000 - \$10,000
Additional Funds	\$50,000 - \$70,000
Total:	\$107,500 - \$148,500

THINGS TO KNOW

- **Franchise Fee**
 - \$50,000 (up to 50,000 households)
 - \$75,000 (up to 100,000 households)
 - \$100,000 (up to 150,000 households)
- **Favorable Initial Term of 7 years**
- **Flat Fee cost structure**
- **Recurring, repeating revenue opportunity**
- **Near Nationwide Availability** in prime markets
- **Established multi-billion dollar industry**



FUN FACT

On a typical month our design team completes over 2,000 tickets

The logo for "MONEY PAGES" is displayed on a dark, textured rectangular background. The word "MONEY" is in a large, bold, white serif font. Below it, the word "PAGES" is written in a smaller, white, sans-serif font, with each letter separated by a small gap. The letters are set against a dark, metallic-looking bar.

MONEY
P A G E S

NEXT STEPS

IN YOUR FRANCHISE JOURNEY

- Complete Franchise Application
- Receive the Franchise Disclosure Document and review with Danielle
- Support Call with Chris Sexton
- Validation
 - Speak to owners
 - Research competition
 - Design your custom distribution territory
 - Founder Call with Alan Worley
 - Meet the Team in Jacksonville, FL
 - Decision Day