

FRANCHISOR DATABASE: 2,400+ NORTH AMERICAN FRANCHISORS

Definitive Franchisor Database Available for Rent. \$1,500

As the publisher of numerous annual books on franchising, Source Book Publications maintains ongoing contact with the franchise industry through questionnaires, phone calls and literature/internet surveys. Its database includes 2,400+ active North American franchisors and covers 29 fields of data. The complete database is available for rent at an initial cost of \$1,500. Quarterly updates are only \$150.* Data is provided in any format desired (Access, dBase, Excel, ASCII, etc.) and is sent either via e-mail or post via post on disk. Mailing labels are also available at \$600 for 2,400+ labels. Accuracy is guaranteed by a \$.50 rebate for any returned bad address. In addition, all of the 1,000+ detailed franchisor profiles on our website at www.worldfranchising.com are also available for \$1,500. Rental is conditional upon intended usage.

SAMPLE FRANCHISOR PROFILE

Name of Franchise:	BLIMPIE SUBS AND SALADS
Address:	180 Interstate North Pkwy. SE, # 500
City/State/Zip/Postal Code:	Atlanta, GA 30339
Country:	U. S. A.
800 Telephone #:	(800) 447-6256 + 3
Local Telephone #:	(770) 984-2707
Fax #:	(770) 933-6109
General E-Mail:	jarcher@blimpie.com
Internet Address:	www.blimpie.com
# Franchised Units:	1,390
# Company-Owned Units:	20
# Total Units:	1,410
Company Contact:	Ms. J. Archer
Contact Title/Position:	VP Business Development
Contact Salutation:	Ms. Archer
President:	Mr. Jeffrey K. Endervelt
President Title:	President/CEO
President Salutation:	Mr. Endervelt
Industry Category (of 45):	16 / Food: Quick-Service/Take-Out
IFA Member:	International Franchise Association
CFA Member:	
Name Lower Case:	Blimpie Subs and Salads
Division Of:	
Stock Symbol:	BLM
Franchisor ID:	4286

KEY FEATURES

• Number of Active North American Franchisors	~ 2,800
% US	~90%
% Canadian	~10%
Data Fields (See Above)	27
Industry Categories	45
% With Toll-Free Telephone Numbers	64%
% With Fax Numbers	94%
% With Name of Preferred Contact	95%
% With Name of President	81%
% With Number of Total Operating Units	92%
Guaranteed Accuracy - \$.50 Rebate/Returned Bad Address	
Converted to Any Popular Database or Contact Management Program	
Initial Front-End Cost	\$1,500
Quarterly Up-Dates *	\$150
Mailing Labels Only - One-Time Use	\$600

*Quarterly update charges are cumulative – i.e. if you do not elect to receive an update in a particular quarter, an update in the subsequent quarter will include the cost of the previous “skipped” quarter and, accordingly, will be invoiced at \$300, etc.

For More Information, Please Contact
Source Book Publications
1814 Franklin Street, Suite 815, Oakland, California 94612
(510) 839-5471 - FAX (510) 839-2104