



STATE OWNER NEWSLETTER

Recap of Advertising Efforts

It has been requested that I give an accounting of the leads that have been received by each state owner for the year 2015. I have listed the number of leads that were received for each state for the last three years. I will be happy to provide the detailed list which shows the name, address, phone number, email (if provided), date the lead came in, the lead source, and who was following up on the lead for the state or states that each of you own.

Recap of leads by state for the years 2015, 2014, & 2013

Lead Count by State 2015, 2014, 2013

State	2015	2014	2013
AL	4	4	1
AK	0	0	1
AR	1	3	2
AZ	8	8	6
CA	26	30	30
CO	5	3	4
CT	1	3	1
DC	1	1	1
DE	1	0	1
FL	20	18	18
GA	11	7	8
HI	1	0	1
IA	3	3	6
ID	0	0	2
IL	5	1	3
IN	5	5	6
KS	4	1	4
KY	1	1	2
LA	3	5	6
MA	8	2	3
MD	4	9	10
ME	0	1	1
MI	5	5	8

INSIDE THIS ISSUE

- *Recap of Advertising Efforts*
- *Franchise Gator*
- *Guarantee of Payment Form*

MN	1	2	3
MO	2	7	2
MS	2	1	5
MT	1	2	0
NC	13	10	13
ND	3	1	1
NE	5	5	3
NH	2	0	1
NJ	7	6	4
NM	3	2	1
NV	2	2	5
NY	12	10	9
OH	3	2	6
OK	2	1	3
OR	2	5	6
PA	6	8	9
RI	2	1	1
SC	5	1	6
SD	0	0	2
TN	4	9	6
TX	23	21	19
UT	4	2	2
VT	0	0	0
VA	6	9	7
WA	9	4	2
WI	5	3	3
WV	2	0	1
WY	1	0	0
CANADA	23	11	2
International	2	5	1
Total	269	240	248

Franchise Gator

Franchise Gator is a company that generates leads for franchise sales. They are the number one rated portal for franchise lead generation. By accepting leads from at least 36 states, they charge us \$35 per lead. A valid lead according to their definition is a lead that has either a valid email address or a valid telephone number. They give you the city, state, and the zip code with the initial lead. They recommend contacting the lead within two hours of receiving their information. The contact should be made by phone, text, or email. An interested lead will then give you their physical address so you can send them more information.

Franchise Gator requires that we give them a deposit equal to the number of leads we will accept per month. The deposit remains in their account to insure that they will get paid for all valid leads each month. They charge the card they have on file each month for the number of leads we committed to accept. We can up the number of leads and the states we want to receive leads from whenever we want, but when we increase the number of leads they increase the deposit that must remain with them. We had to commit to at least \$800 per month and at least 36 states for at least three months. I have tried this for the month of March to see how we like the leads. We received 24. Two of those leads from NC have committed to be at the lunch hour of our NC seminar on April 2. We have already received the application from one of these two gentlemen. We are dealing with about four other people from the original 24 leads. Some of the leads have not responded to our email, texts, or phone calls.

Franchise Gator's Sales Manager stated to me that on average, other franchise companies that they deal with spend between \$7,000 to \$10,000 to get one sale from Franchise Gator leads.

A Master Franchisee that would like to join with us in receiving Franchise Gator leads for their state will be required to sign the simple guarantee of payment form below. We will have a similar form for other advertising we will be trying for those who wish to participate.

Guarantee of Payment Form

Master Franchisee, _____ hereby agrees to pay M-CO INC, \$35.00 per lead received from Franchise Gator. The payment for these leads must be paid by the 15th of the following month of when the lead was received. Master Franchisee understands that failure to make timely payment for the leads will result in M-CO INC deducting the amount from Master Franchisee's reconciliation checks for leads already received, and the Master Franchisee's elimination from receiving future leads.

M-CO INC., will not include Master Franchisee's state in the lead generation until this signed Guarantee is received at our Corporate office. The form can be faxed or emailed. Master Franchisee can stop receiving leads for their state by giving M-CO INC written notice three business days prior to the first day of each month.

A valid lead according to Franchise Gator is any lead with a valid email address or a valid phone number.

Master Franchisee

Date: _____

There are also other Franchise Lead Generation sources that we are looking into and will be explaining the details of some of these other sources in the near future.

We encourage all of our Master Franchisees to look into other advertising sources to accomplish more franchise sales. It is now, and has been in the past, each Master Franchisee's responsibility to pay for the lead generation to acquire new Subfranchisees within your Master Franchise territory.

We are glad that each of you have become part of Heaven's Best, and we hope that each of you have success in selling more franchises within your territory this year.