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# FRANCHISE NEWSLETTER

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## ACFN WELCOMES NEW FRANCHISES!



**CONGRATULATIONS, AND BEST OF LUCK TO:**  
**MARK & RIVKA, PENNSYLVANIA**  
**GREG, MINNESOTA**  
**KEVIN, CALIFORNIA**



**87 FRANCHISES!**  
**AND GROWING...**

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## ACFN'S SUCCESS IS LINKED WITH YOURS! TIPS FROM JIM DILTZ, REGIONAL ACCOUNT MANAGER

I WOULD LIKE TO START OFF BY SAYING THAT NOTHING MAKES MY JOB MORE FULFILLING OR REWARDING THAN SEEING THE INDIVIDUAL SUCCESS OF ALL OF ACFN'S FRANCHISE OWNERS. MY INVOLVEMENT IN YOUR SUCCESS MAKES THIS JOB AN EASY AND SATISFYING ONE, BUT I LIKE TO THINK THERE IS ALWAYS ROOM FOR IMPROVEMENT. AS I STRIVE TO BRING ALL OF OUR FRANCHISEES MORE AND MORE SUCCESS, HERE ARE A FEW TIPS I HAVE COLLECTED THROUGH MY TIME AS A REGIONAL ACCOUNT MANAGER:

WHEN DOING DROPS, THE BEST THING YOU CAN DO TO HELP THE MARKETING REP HANDLING THIS ACCOUNT IS TO PROVIDE AS MUCH INFORMATION AS POSSIBLE. THIS STEP IS ESPECIALLY VITAL WHEN THE LOCATION ALREADY HAS AN ATM. TAKE A FEW EXTRA MINUTES TO SLIDE YOUR ATM CARD INTO THE MACHINE TO FIND OUT WHAT COMPANY SERVICES THE MACHINE AND THE SURCHARGE. ALSO BE SURE TO NOTE WHETHER THERE IS A CABINET AND THE STATE OF THE MACHINE. THIS INFORMATION IS A GREAT STARTING-OFF POINT FOR OUR NEGOTIATIONS.

THE MOST IMPORTANT THING YOU CAN HAVE WHEN ASSESSING A LOCATION IS AN OPEN MIND! A 140-ROOM HOTEL AT 100% OCCUPANCY CAN BE MUCH MORE PROFITABLE THAN A 250-ROOM HOTEL AT 50% OCCUPANCY, SO DON'T IMMEDIATELY BRUSH OFF LOCATIONS THAT DON'T SEEM APPEALING ON PAPER—GO

CHECK IT OUT AND GIVE IT A SHOT.

BESIDES HAVING AN OPEN MIND, MAKE SURE TO KEEP THE LINES OF COMMUNICATION OPEN WITH YOUR ACFN ACCOUNT REPRESENTATIVE. THEY CAN OFFER VALUABLE INPUT, AND IT'S IMPORTANT TO KEEP THEM INFORMED FOR THEIR CONVERSATIONS WITH THE LOCATION. KEEP YOUR REP AWARE OF ANY CONVERSATIONS YOU HAVE WITH THE LOCATION'S CONTACT, AND DON'T DIVERT FROM WHAT THEY HAVE ALREADY TOLD YOU ABOUT THE LOCATION.



WHEN MEETING WITH LOCATIONS THAT ARE PART OF A CORPORATE ACCOUNT, DON'T GET INVOLVED IN ANY NEGOTIATIONS WITH THE INDIVIDUAL LOCATION. THE TERMS YOU AGREE TO WITH THE LOCATION CAN QUICKLY BE TURNED INTO A PRECEDENT FOR ALL THE OTHER LOCATIONS IN THAT GROUP. IT'S ALWAYS BETTER TO CHECK WITH YOUR ACCOUNT REP BEFORE AGREEING TO ANYTHING WITH THE LOCATION.

IF YOU ARE THE OWNER OF AN EXCLUSIVE FRANCHISE, BE SURE TO ALWAYS HAVE AN EXTRA

MACHINE ON HAND. IF YOU ARE NOT PROMPT IN INSTALLING YOUR ATMs, AND NOT HAVING THAT MACHINE ON HAND JUST GIVES THE LOCATION EXTRA TIME TO RECONSIDER THEIR OPTIONS.

MY LAST SUGGESTION IS POSSIBLY THE MOST IMPORTANT ONE. AS YOU ALL KNOW, ACFN'S STANDING AS THE SERVICE LEADER IN THE ATM INDUSTRY IS ONE OF OUR BIGGEST SELLING POINTS. BUT WE ARE ONLY AS STRONG AS OUR WEAKEST LINK, SO IT IS VITAL TO MAINTAIN OUR CONSISTENCY WHEN SERVICING MACHINES. GENERAL MANAGERS TALK TO OTHER OWNERS AND GENERAL MANAGERS IN THEIR LOCAL AREAS AND ACROSS THE COUNTRY, SO ALWAYS BE SURE TO KEEP YOUR MACHINES WELL STOCKED WITH CASH AND UPHOLD OUR 24-HOUR SERVICE GUARANTEE.

IN CONCLUSION, I WOULD LIKE TO EMPHASIZE THAT ANY SUCCESS I, AND THE WHOLE ACFN FAMILY, HAVE IS DIRECTLY CONNECTED TO YOUR SUCCESS. I HAVE WORKED WITH MANY OF OUR FRANCHISEES, AND LOOK FORWARD TO THE OPPORTUNITY TO WORK WITH ALL OF YOU, CONTINUING TO BUILD LONG AND PROSPEROUS PARTNERSHIPS. I AM VERY EXCITED ABOUT ACFN'S FUTURE AND AM CONFIDENT THAT WE ARE IN FOR SOME SERIOUS GROWTH.

**ACFN  
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WE'RE ON THE WEB!

SEE US AT:

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## STRENGTH THROUGH NUMBERS: FRANCHISE ADVICE FROM ACFN OF SAN DIEGO

WE HAVE BEEN WITH ACFN SINCE THE END OF 2004 AND IT HAS BEEN BOTH A CHALLENGE AS WELL AS TREMENDOUSLY REWARDING TO INVEST IN THIS BUSINESS. AS A PARTNERSHIP, PARENTS AND DAUGHTER, WE'VE HAD TO LEARN HOW TO WORK TOGETHER IN A WAY THAT IS ENTIRELY DIFFERENT FROM OUR USUAL RELATIONSHIP. ONE HALF OF OUR PARTNERSHIP IS CONSERVATIVE AND THE OTHER HALF SPONTANEOUS. ONE HALF REALLY ENJOYS DETAILED PLANNING WHILE THE OTHER WOULD RATHER WING IT. THE BUSINESS MODEL PUT IN PLACE BY JEFF, AVI, AND THE ENTIRE ACFN FAMILY IS SOLID, BUT WE NEEDED TO LEARN HOW TO ADJUST OUR INDIVIDUAL STRENGTHS AS WELL AS PARTNERING SKILLS TO MAKE THE BUSINESS RUN EFFECTIVELY AND EFFICIENTLY. THIS HAS PERHAPS BEEN THE TOUGHEST ADJUSTMENT BUT NOW WE'VE FIGURED OUT HOW TO MAKE THINGS WORK FOR US. OUR TOP THREE BENEFITS OF PARTNERING ARE:

1. IF YOU HAVE TO DRIVE A LONG DISTANCE OR ENCOUNTER TRAFFIC WHILE SERVICING MACHINES, THERE'S ALWAYS SOMEONE TO SHARE THE DRIVING AND/OR PROVIDE ENTERTAINMENT!

2. PACKAGE DROPS CAN BE DONE UPS STYLE. IN OTHER WORDS, ONE PERSON CAN DRIVE WHILE THE OTHER IS INSIDE THE LOCATION. WHILE WAITING, THE DRIVER CAN PREPARE FOR THE NEXT DESTINATION BY GETTING THE DIRECTIONS OR PUTTING PACKAGES TOGETHER. THIS

MAKES THE PROCESS MOVE ALONG MUCH FASTER.

3. VACATIONS! ONE OF THE MOST DIFFICULT THINGS TO MANAGE IN THIS BUSINESS IS FIGURING OUT HOW TO GO ON VACATION SINCE YOU WOULDN'T WANT TO TURN YOUR MONEY AND YOUR BUSINESS OVER TO JUST ANYONE. WITH A PARTNER, VACATIONS CAN BE PLANNED MUCH EASIER FOR BOTH PARTIES.



WHETHER OR NOT YOU HAVE A PARTNER IN YOUR BUSINESS, THERE ARE A COUPLE OF LESSONS THAT WE'VE LEARNED (SOMETIMES THE HARD WAY) THAT EVERYONE SHOULD KEEP IN MIND:

CARRY EVERYTHING WITH YOU WHEN YOU SERVICE YOUR MACHINES. EVEN THOUGH YOU THINK YOU WILL NEVER NEED SOMETHING, ONE DAY YOU JUST MIGHT. EXTRA PAPER, TELEPHONE, SPARE SEQUENCE ENVELOPES, AND THE EXTREMELY IMPORTANT COFFEE STIRRER ARE ALL THINGS THAT AT ONE POINT OR ANOTHER WE'VE NOT HAD AT A LOCATION AND HAD TO DRIVE TO A STORE OR EVEN WORSE, DRIVE 125 MILES HOME, TO GET.

GET FAMILIAR WITH THE FRONT LINE EMPLOYEES AT YOUR LOCATIONS. THESE ARE THE PEOPLE WHO WILL CALL YOU WHEN THE MACHINE GOES DOWN

IN THE MIDDLE OF THE NIGHT. THEY ARE ALSO THE PEOPLE WHO YOU CAN TALK TO ABOUT NOT PUTTING AN OUT OF SERVICE SIGN ON YOUR MACHINE WHEN IT HAS BEEN RESET REMOTELY. IN OUR EXPERIENCE, AFTER THE FIRST COMPLAINT AT THE HOTEL FRONT DESK, THE STAFF WOULD PLACE AN OUT OF ORDER SIGN ON THE MACHINE. HOWEVER AFTER THE MACHINE WAS RESET, THE SIGN WOULD NOT BE REMOVED, THEREBY COSTING US TRANSACTIONS. BY ESTABLISHING A DIALOGUE WITH THE STAFF AT THE DESK, WE'VE BEEN ABLE TO CUT DOWN ON THIS AND INSTEAD RECEIVE A PHONE CALL AND FOLLOW UP WITH OUR INSTRUCTION.

ALWAYS KEEP SOME AVAILABLE FUNDS ON HAND. YOU NEVER KNOW WHEN A MACHINE IS GOING TO HAVE A SURGE. IF IT IS AFTER HOURS AND BANKS ARE CLOSED, YOU DON'T WANT TO GET STUCK NOT BEING ABLE TO ACCESS SOME CASH.

IN CLOSING, EXPECT THE UNEXPECTED WITH TRANSACTIONS, PRACTICE PATIENCE, STAY PREPARED TO BE ABLE TO SCOUT A LOCATION, DROP A PACKAGE, OR SERVICE A MACHINE AT ANYTIME. THESE ARE THE THINGS THAT WORK FOR US IN MAINTAINING A THRIVING BUSINESS WITH ACFN. CERTAINLY WE ALWAYS APPRECIATE AND RELY ON THE EXPERTISE OF THE ACFN STAFF AND LOOK FORWARD TO MANY MORE YEARS OF SUCCESS WITH THEIR INVALUABLE HELP AND GUIDANCE.

## GREAT NEWS FROM ACFN!

- ★ ACFN WAS PLEASED TO ANNOUNCE AN ADDITIONAL DISCOUNT ON ALL FUTURE ATM ORDERS FROM TRITON, EFFECTIVE SEPTEMBER 5<sup>TH</sup>.
- ★ THE NUMBER OF STATES ALLOWING SURCHARGE FOR INTERNATIONAL TRANSACTIONS HAS INCREASED, ADDING UTAH, COLORADO, AND NEW YORK. WE HOPE THIS TREND WILL CONTINUE INTO ALL FIFTY STATES!
- ★ WHEN SENDING DROP SHEETS TO ACFN, BE SURE TO E-MAIL THEM TO [FELICIA@ACFN.INFO](mailto:FELICIA@ACFN.INFO). IF YOU DO NOT RECEIVE A CONFIRMATION E-MAIL, IT MEANS WE HAVE NOT RECEIVED IT, SO PLEASE SEND IT AGAIN.

