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*In The Pursuit
Of Excellence*

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AND GROWING...**

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ACFN WELCOMES A NEW FRANCHISE!



CONGRATULATIONS AND BEST OF LUCK TO:

MARK G.– SPRINGFIELD, MA

GREETINGS FROM ACFN OF WEST CENTRAL FLORIDA

They say there is a little “Magic” in Orlando, Florida and they may be right. Orlando has Disney’s Magic Kingdom, the Orlando Magic and now ACFN or West Central Florida. Why is Orlando “Magic” to me as an ACFN franchisee?? Well for starters... Orlando hosts over 50 million visitors a year, and offers more lodging options than any other destination in the world with over 500 hotels and 117,000 hotel rooms. With over 5,000 restaurants; 90 attractions and a wide variety of recreation, nightlife and college and pro sports, there’s no wonder many consider Orlando the Travel and Entertainment Capital of the World.

When I first became a franchise owner 18 months ago, the first decision I had to make was which territory of those that were available in Florida I wanted to own. There were territories closer to my home in Tampa, but after researching the ACFN business model and their strong marketing strategies geared towards contracting businesses in the travel and entertainment industry, Orlando was the logical choice for me.

What I enjoy most about reading the franchise owner newsletters articles each month is hearing other franchise owner’s perspectives on how they approach this business. So here is mine.

Two weeks ago, I installed my 10th machine and my plan is to continue to grow. At first, my strategy was to grow my portfolio with only “quality” locations which I based on my knowledge on the brand name of the hotel or restaurant. I was only looking for home runs

and along the way, I found that it is not bad to hit a triple, double or even a single with potential. After taking this approach, I started to see my portfolio grow.

I quickly learned that hotels were my preferred locations for a number of reasons. Obviously, Orlando is densely populated by hotels which makes my proximity between stops very close, and I also realized that I will never run out of prospects for new locations. Thanks to the endless efforts of Robert, Kristen, and the rest of the Marketing Team, I have been fortunate to secure some great hotels. I have also found that the relationships with the hotels are easy to maintain and I like the idea that I blend in when servicing my machines. Unlike some other travel and entertainment locations, hotels are always open and available for servicing. I’m never waiting for the day manager to open his/her doors in the afternoon so I can gain access to my machine. The greater flexibility allows me to frequently change my routine, including my driving route, servicing order, and the days I work. I do however have some non hotel locations, which do very well and I believe it is important to diversify and not miss out on any opportunities.

When servicing locations, I found that a variety of resources can be tremendously helpful. Some of my bigger locations are near Theme Parks, so I’m always monitoring the newspaper, internet, and radio for special events, concerts, and sporting events that are coming up. This helps me prepare for the bigger crowds and additional transactions. For

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example, I found this very useful during the Presidential campaign, as there were a lot of last minute visits to Florida by both candidates as they tried to secure the State. Fortunately, I have a couple of locations in Downtown Orlando where these rallies took place and you wouldn't believe the crowds that each candidate attracted during these rallies. Good news for me...this resulted in a great September and October!

With some of my smaller locations, I keep the line of communication open with various Personnel so I know ahead of time if a wedding, conference, or any other event is coming up in or near their location. For example, last week I spoke to the GM at one of my smaller Hotel locations, who told me that they have several youth football teams staying at their hotel and surrounding hotels in mid December for a National Youth Football Tourna-

ment. If I didn't know this information ahead of time, I would not be able to prepare accordingly and would have to make an unplanned trip as a result.

In closing, whether your location of choice is hotels, restaurants, movie theaters, pool halls, or hospitals, the successful value for this business is the same: **Customer Service**. Just recently I was able secure two new hotel locations as a result of referrals from existing locations all due to providing excellent customer service. If you service your machines before needed and keep an open line of communication with the location management and staff, you will be well on your way to building a successful business.

Happy Holidays from ACFN of West Central Florida and good wishes to all our fellow Franchise Owners for a successful and prosperous 2009!

GREETINGS FROM A NEW REGIONAL ACCOUNT MANAGER

Greetings to all ACFN Franchisees! I have been very impressed with the family-oriented atmosphere of ACFN, one that appealed to me from the start. Being in the Sales industry has helped me to focus one of my most important and favorite skills: Building rapport with the customer ASAP in a conversation, break down any objection, and have the customer see you as someone that is on their side.....the rest is easy!

One thing that has helped tremendously is trying to understand the recent economic downturn, and how to use it to our advantage. A recent news article stuck out in my mind: consumers are now picking cash over credit cards for the holiday season, and it's for a good reason; consumers do not want to have to worry about paying back their purchases down the road. Even general managers we speak to are now noticing this, and this approach has led to more interest now in accessible cash (I can already confirm an install on this one!)

Bottom line; Many Owners/GM's are looking to trim their budgets, especially with 2008 concluding. By focusing on how an ATM will help "pad" their new budget will help tremendously overcome one of the main objections of an ATM at their location!- Michael Hawkins



A WORD FROM OUR CONTROLLER

Tax Form 1099 will be mailed at the end of January to all franchises who earned more than \$600 in 2008. A statement of earnings will be included with the 1099. Please contact me with any questions.



DURING THIS UPCOMING HOLIDAY SEASON, ACFN OFFICE HOURS ARE AS FOLLOWS, IN PACIFIC STANDARD TIME:

CHRISTMAS EVE, WED. 12/24- OPEN UNTIL 2PM

CHRISTMAS DAY, THU. 12/25- OFFICE CLOSED

NEW YEARS EVE, WED. 12/31- OPEN UNTIL 2PM

NEW YEARS DAY, THU. 1/1- OFFICE CLOSED

**THE ENTIRE ACFN STAFF WISHES YOU A JOYFUL
HOLIDAY SEASON AND A PROSPEROUS NEW YEAR!**