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FRANCHISE NEWSLETTER

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*In The Pursuit
Of Excellence*

**140 FRANCHISES!
AND GROWING....**

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ACFN WELCOMES 3 NEW FRANCHISES!!



CONGRATULATIONS AND BEST OF LUCK TO:

JASON O.- KAHULUI, HI
RONALD M.- MACKEY STATEN ISLAND, NY
MICHAEL L.- DALLAS, TX

WHY I CHOSE ACFN

I've always wanted to own a business. Several years ago I began to passively research possible small businesses and franchises. I was interested in a business that I could build to help supplement my retirement fund and college tuition savings for my son. However; I was not really interested in employees or a lot of overhead. I tried a few home based businesses that seemed to fit these criteria but didn't seem to fit my lifestyle or the income as I had anticipated. So the research continued. I ran across an ACFN advertisement in my research and decided to submit an inquiry. I was contacted by Bob in the marketing department and he explained the business model to me. At that time I had some reservations regarding operations and the fact that no ACFN ATMs were already placed geographically close to where I lived. Nonetheless, I had a positive interaction with Bob. He wasn't too pushy and just asked if I'd be interested in staying in contact and being on the mailing list. Every so often he would check in to see if I had decided to move forward. During this time...my research continued. About a year after my initial discussion with Bob I was contacted by Avi. He asked if I was still interested in a franchise opportunity because a location was going to become available within the next 30 days in my area. After several conversations I decided to go for it. And so far it's been a good decision for me and my lifestyle.



For me the ACFN Franchise was the right choice because: #1) I have a very full time job that requires me to travel at times limiting my availability during the day and I have a young son. These were very big considerations in my decision. This business allows me to work around my life for the most part. There have been a few occasions over the last 2.5 years that I've had an unexpected situation arise regarding a machine but this happens very infrequently. #2) The upfront cash requirement was pretty low compared to other businesses with similar returns. This combined with the number of hours that are

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required to run the business, has yielded a ROI that is more than acceptable for me. #3) The technical support has been phenomenal. Let's face it the business model is pretty simple. The biggest issue that can arise for a customer is to have an ATM in a location that isn't working properly. Having the ability to dial a number and get support from individuals with a vast amount of expertise is extremely helpful and reassuring to my customers.

This business obviously isn't for everyone but if time, value and corporate support are important criteria in your decision making process I encourage you to strongly consider franchising with ACFN.

-La Tanya

2009 SEASONS GREETINGS!

Happy Holidays to the ACFN Family! Here at ACFN Corporate we're gearing up for our best year ever in 2010. Let's keep all of those drops coming in and remember the more notes you provide us with the better! - Jennifer Hicks



As we quickly approach the end of yet another year we find ourselves in middle of the Holiday Season. A time when many families come together to share thanks for everything they've accomplished individually, as well as together. It's a time to be thankful for all that we have in our lives. After all if we have a roof over our heads and food on our tables we're doing much better than most (FACT: 1 in 3 people around the world do not know where the next meal is coming from).

With this in mind, I'm sure we'll all agree with Lance Analla' statement; "Even in these difficult times, ACFN has thrived and is growing with each passing day. This is directly attributed to the dedication and hard work of each franchisee and corporate staff member."

This has never been truer than during the recession of 2008/2009. That being said, it's important to remember to take time and reflect back upon all of the past years' successes and what helped us achieve those successes, while also looking forward and setting new goals for the year ahead. This is how we continue down the road of personal and professional development.

"Throughout the year I've picked up on countless tips and lessons learned that will undoubtedly help me through many years to come. To me, the holidays are about giving thanks for what you have and setting realistic goals for the near future. In order for us to make 2010 the biggest year in ACFN history, we must work together for a common goal. The only suggestion I have for the franchisees' is, please help us to help you." says Jacky Wong, Regional Accounts Manager.

"Help us, help you" these four words truly embody the spirit of a team... At ACFN we work hard to maintain a team environment where no person is left standing alone without the help they need. After all we can all succeed much more as a team than as individuals.

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"I understand to be effective in any profession especially working with a group, there has to be a teamwork attitude to be successful. ACFN has shown me what it's all about working and helping one another. I feel because of this team spirit, ACFN will enjoy great success." – Bob Ledesma

So, while you reflect back on the year past and think about your goals for next year think about what you can do to help us help you throughout the next year. Why? Because, ACFN will be thinking about what we can do to help us, help you!

As Jim Diltz so eloquently said: "As we close out another successful year here at ACFN and move on to an even more prosperous 2010, I would like to thank all of the franchisees who have taken the time necessary to perform their lead drops and to perform them with a purpose. I would like to remind all others that you hold the key to a successful and profitable ATM franchise. That key of course is dropped leads. I cannot emphasize enough the importance of timely drops and including notes with your dropped leads. Even by simply telling us who you left the packet with or any other pertinent details will help us build instant credibility with our prospective client and greatly increase our chance to secure a contract for placement of your ATM."

In closing, everyone at ACFN would like to wish all a very Happy Holiday Season and New Year! Let's make 2010 a year to remember as we shoot for the stars. We would all like to say it's our sincere pleasure helping all of you work toward and achieve your financial goals.

Wishing all of you a very Happy Holiday Season and New Year!

-Susan Gomez

IT CORNER

Recently, on 11/30/09, we changed our Customer Relationship Management (CRM) software. Formerly we used Goldmine and now we have elected to use vTiger. The change enables ACFN to manage our leads and locations more effectively, be more responsive to franchisee and customer needs and provide timely and accurate reports to ACFN management. During this transition, we ask for your patience. Any move of this magnitude is not without some setbacks. But at the end of the journey, we will have better data, more automated processes, a new Franchisee Web Portal and many other exciting enhancements. 2010 promises to be a great year for IT.



-Andrew

ACFN'S HOLIDAY HOURS

Closed:

Thursday 12/24

Friday 12/25

Thursday 12/31

Friday 1/1/10

****Marketing Department will be closed from 12/24-1/1/10

HAPPY HOLIDAYS!!!

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KRISTEN'S KORNER

This year has been full of positive growth and changes for ACFN, both on the corporate side and on the franchisee side. Each and every person apart of this company became aware of the economical struggles around us but did not let that get in the way of becoming stronger and more successful in the end. We still have one more month to go December, and even with the holidays coming up lets get as many drops in as we can before the New Year so 2010 can be started strong!



I want to encourage all franchisees to take time before the New Year and think of ways that I can better serve each of you and your business. Whether it is towards generating new leads, ideas towards approaching and doing drops and any other process that you feel can be improved upon. I take in and value each opinion and idea every person has in this company.

I hope everyone has a wonderful holiday coming up, and I am excited to see what the new 2010 year has to bring. After seeing the growth made in 2009 I know 2010 will be nothing short of exceptional!

-Kristen



Happy Holidays