

FranchiseMart

Own Your Own Business

By Mark Obermeyer, president and CEO, Kentuckiana Business Forum

Have you ever thought of owning your own business? Do you have a business with hopes of one day franchising and having locations throughout the country or even the world? FranchiseMart can help!

FranchiseMart has been brought to Kentuckiana by Brian and Maggie Harlow. The Harlows are not new to Kentuckiana businesses. They have been a franchise owner of Sign-A-Rama Downtown located at 909 E. Market Street, Louisville, KY since 2003. Their store processed over \$1.2 million in sales during their first year, a franchise record for a new location. The Harlows have been honored with several franchise awards, including the 2008 President's Award, Outstanding Achievement in 2006 and 2004, along with the 2004 Rookie of the Year award.

Maggie and Brian established Signs of Support, a grant program open to nonprofit organizations in the community. The business gives approximately \$20,000 a year in signage services and products to charitable organizations in the area. Previous recipients have included Project Women, Home of the Innocents, St. Joseph's Children's Home, and Highlands Douglass Neighborhood Association (HDNA). Additionally, Maggie serves as president of the Louisville chapter of the National Association of Women Business Owners.

"We understand what is involved in opening a franchise and operating it successfully, and we will bring the experience and understanding to the table whenever we meet with potential clients," said Maggie.

FranchiseMart is a revolutionary resource for those interested in a more efficient and effective way to research before investing in a franchise. The concept was developed by UNITED FRANCHISE GROUP, a \$500-million company with 30 years of franchising experience and 1,400 franchise locations in 50 countries. The key to FranchiseMart's success is the state-of-the-art showroom and free one-on-one assistance in a relaxed atmosphere with a broad selection of more than 100 franchise opportunities from home-based to large retail ventures. There are resources such as videos, brochures and seminars provided by franchise professionals. Financial experts are also ready to assist you with all of your financing needs.

If you are a current business owner and would like to explore options of franchising, FranchiseMart can assist you and market your business in their many locations.

FranchiseMart Louisville is the only location in the areas of Kentucky, Indiana and Ohio; they also have the rights to sell in other cities. The Harlows already have plans to open a second location in the Louisville area in the near future.

FranchiseMart Louisville will offer free seminars for prospective franchise owners on two Wednesdays, November 12 and December



FRANCHISEMART
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Owners:

Maggie Payette Harlow and Brian Harlow, 502-585-4099

Location:

909 E. Market Street, Suite 300,
next to the Harlows' Sign-A-Rama Downtown location

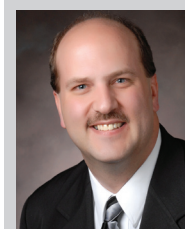
Grand Opening:

Wednesday, November 5, 2008

Website:

www.FranchiseMart.com

10, 2008. The seminars will feature speakers from a variety of business-related industries who will showcase the many facets of a successful business to include public relations/marketing, accounting, consulting/coaching, insurance, lawyers, etc.



Mark Obermeyer is the president and CEO of Kentuckiana Business Forum (KBF). He has 14 years experience in banking, having held titles of branch manager and vice president of operations. He has an MBA from Bellarmine University.