



AN INTRODUCTION
TO THE
RSVP Franchise
Opportunity



STRONG INCOME OPPORTUNITY
PRIME MARKETS AVAILABLE
HOME-BASED POTENTIAL

The Power of the Network



Own a business that delivers results for you and your clients. As a Franchisee with RSVP, you'll help local businesses connect with affluent homeowners through powerful, proven direct marketing campaigns.

What makes RSVP stand out in a sea of franchise opportunities?

It's the people behind the brand: the driven Franchise Members who run their businesses with integrity and passion, and the dedicated Home Office team who support them every step of the way.

We believe in doing business the right way — with respect, accountability, and a “Franchise Members First” mindset. That's why our community is tight-knit, collaborative, and focused on helping each other succeed. When you join RSVP, you're stepping into a supportive network designed to help you thrive.

RSVP one of the most experienced advertising franchise families in North America. With over 50 locations across the U.S. our network empowers Franchisees with industry-leading tools, innovation, and peer support to drive long-term success.

With roots going back to 1985 and a reputation for performance, RSVP has grown into a trusted franchise opportunity for entrepreneurs looking to build a scalable, home-based business.

Today, RSVP reaches over five million single-family, owner-occupied homes across nearly 50 markets in the U.S., distributing upwards of 28 million luxury postcards annually. Our model is time-tested, data-driven, and built to perform. It offers local advertisers access to one of the most affluent and responsive audiences available.



Why RSVP and Direct Marketing Solutions?

WHAT YOU WILL OFFER

We are lead generation and direct marketing experts.

Our business model is simple: RSVP connects local advertisers with affluent homeowners ready to spend.

Our direct marketing solutions deliver targeted offers to the top third of households based on income, home value, lifestyle, and spending habits. It's a proven system that brings measurable results to the businesses we serve.

How We Do It

As a Franchisee, you'll sell RSVP solutions to local businesses within your exclusive territory. Design, production, and mailing are outsourced to our trusted partners so you can focus on client relationships and growing your business — all from the comfort of your home or office.

You don't need a background in marketing to succeed. A strong foundation in sales and a passion for building relationships are what matter most. With comprehensive training, proven tools, and ongoing support, you'll be equipped to start strong, grow confidently, and deliver real results for your clients.



"RSVP gave me the freedom to call my own shots. I had the flexibility to work the schedule that best fit my lifestyle while growing my business into a full-blown ad agency. It's just great working for yourself and knowing every day you can go out there and make a difference."

– Michael Graham, RSVP Coastal Carolina

DIRECT MAIL + DIGITAL MAXIMIZES RESPONSE



Direct mail lifts the response rate of other channels by

450%

Direct mail + digital =



+



28%

higher conversion rates



+



Direct mail + digital ads =

118%

higher response rates than direct mail alone

Sources: DMA 2018 | NonProfit PRO 2023 | Merkle 2017

Why Franchise Members Love RSVP

Here are a few reasons that made RSVP the right fit for our Franchise Members:

- Low cost-of-entry with strong earning potential
- Work-life balance with an appointment-based schedule you control
- Home-based operation with minimal overhead; no inventory or equipment required
- Sales-focused operation; attract advertisers while outsourcing design, production and mailing
- Proven process with a 40-year track record
- Steady sales potential; many Franchise Members renew 70-80% of clients annually*
- National Accounts Program to supplement local efforts



"RSVP provided me with a great opportunity to control my destiny while being part of an established brand. The support from the franchisor and network of owners is second to none. I immediately realized I had more time to spend with my young children and attend their after-school activities."

– Michael Cummings, RSVP Southeastern Michigan



Direct Mail Advertising

Are you ready to get started?

