



D&B Franchise File

Targeting the Franchise Market

CURRENT FILE COUNT: 313,765

FILE PROFILE

The file consists of a wide variety of Franchise Tradestyles in many industries. This file offers you greater efficiency and precision for segmenting and targeting a specific franchise tradestyle.

Franchise	Count
Print Shops (i.e., Sir Speedy)	2,745
Convenience Stores	17,534
Bakeries (i.e., Dunkin Donuts)	7,318
Auto Dealers (i.e., Ford)	19,519
Restaurants (i.e., McDonalds)	120,714
Insurance (i.e., State Farm)	34,937
Real Estate (i.e., Century 21)	15,902
Hotels/Motels (i.e., Radisson)	23,204
Automotive (i.e., Aamco Transmissions)	20,266
Maintenance & Cleaning (i.e., Merry Maids, Roto Rooter)	12,291
Gasoline Service Stations	25,550
Video Tape Rental	7,943
Computer & Software Stores	5,882

UNIQUE FRANCHISE FILE SELECTIVITY

- Franchise Indicator: Select by specific tradestyle names.
- Franchise Establishment Type: Select by “company-owned” vs. “franchise-owned.”

TERMS

Competitive Broker arrangements. Volume discounts for individual mailers and telemarketers.

SELECTORS

- Geographic.....
(Telephone Exchange, City, County, State, 3-, 5-, & 9-digit ZIP code, SMSA, MSA, Population Code)
- 2-, 4- or 6-Digit SIC
- 8-Digit SIC
- Number of Employees, Total or Here.....
- Organizational Status.....
(Mfg, HQ, Single Location, Branch, Subsidiary)
- Year Started
- Executive Age (Includes Name & Title)
- CEO Name & Title
- Functional Title.....

OUTPUT FORMATS

Mailing Labels

- 3 Line Pressure Sensitive.....
- Multi-use FTP/Email

Telemarketing Records

- Index Card
- FTP/Email.....

Please call for more information:

1.888.772.6947

We look forward to hearing from you!