

FRANCHISE DISCLOSURE DOCUMENT

MAILCOUPS, INC

200 Cordwainer Drive, Suite 100

Norwell, Massachusetts 02061

1-800-626-2620

[http //www.supercoups.com](http://www.supercoups.com)

RECEIVED

APR 23 2014

Dept of Business Oversight



We grant franchises that offer targeted advertising services principally to local businesses under the “SuperCoups” name and Marks Our businesses are conducted according to a business concept, format, and operation collectively called the MailCoups System Our targeted advertising services include cooperative direct mail advertising We grant franchises to operate Cooperative Mailing businesses which distribute local and national advertising directly to residences and businesses within specified zip codes We offer distribution of Mailings either directly through us, in which your mailing is sent independently to residences and businesses or to certain markets through other shared distribution programs, to the degree they are available, such as the Valassis RedPlum program or Valassis newspaper alliances

The total investment necessary to begin operation of a Traditional franchise is \$28,750 to \$38,500 This includes \$28,000 that must be paid to the franchisor or affiliate The total investment necessary to begin operation of a VetFran franchise is \$23,150 to \$32,900 This includes \$22,400 that must be paid to the franchisor or affiliate The total investment necessary to begin operation of a DiversityFran franchise is \$23,150 to \$32,900 This includes \$22,400 that must be paid to the franchisor or affiliate The total investment necessary to begin operation of an Industry Experienced Professional franchise is \$19,250 to \$29,000 This includes \$18,500 that must be paid to the franchisor or affiliate The total investment necessary to begin operation of a Conversion franchise is \$5,750 to \$23,500 This includes \$5,000 - \$13,000 that must be paid to the franchisor or affiliate The total investment necessary to begin operation of a Transfer franchise is \$5,750 to \$23,500 This includes \$5,000 - \$13,000 that must be paid to the franchisor or affiliate but does not include the purchase price of the franchise from the selling franchisee

This disclosure document summarizes certain provisions of your franchise agreement and other information in plain English Read this disclosure document and all accompanying agreements carefully You must receive this disclosure document at least 14 calendar-days before you sign a binding agreement with, or make any payment to, the franchisor or an affiliate in connection with the proposed franchise sale **Note, however, that no governmental agency has verified the information contained in this document**

You may wish to receive your disclosure document in another format that is more convenient for you To discuss the availability of disclosures in different formats contact David Murphy, President & General Manager at 200 Cordwainer Drive, Suite 100, Norwell, MA 02061 and 800-626-2620

The terms of your contract will govern your franchise relationship Don't rely on the disclosure document alone to understand your contract Read your entire contract carefully Show your contract and this disclosure document to an advisor, like a lawyer or an accountant

Buying a franchise is a complex investment The information in this disclosure document can help you make up your mind More information on franchising, such as “A Consumer’s Guide to Buying a Franchise,” which can help you understand how to use this disclosure document, is available from the Federal Trade Commission You can contact the FTC at 1-877-FTCHELP or by writing to the FTC at 600 Pennsylvania Avenue, NW, Washington, DC 20580 You can also visit the FTC’s home page at www.ftc.gov for additional information Call your state agency or visit your public library for other sources of information on franchising

There may also be laws on franchising in your state Ask your state agencies about them
Issuance Date April 1, 2014

STATE COVER PAGE

Your state may have a franchise law that requires a franchisor to register or file with a state franchise administrator before offering or selling in your state. **REGISTRATION OF A FRANCHISE BY A STATE DOES NOT MEAN THAT THE STATE RECOMMENDS THE FRANCHISE OR HAS VERIFIED THE INFORMATION IN THIS DISCLOSURE DOCUMENT**

Call the state franchise administrator listed in Exhibit A for information about the franchisor, or about franchising in your state

MANY FRANCHISE AGREEMENTS DO NOT ALLOW YOU TO RENEW UNCONDITIONALLY AFTER THE INITIAL TERM EXPIRES. YOU MAY HAVE TO SIGN A NEW AGREEMENT WITH DIFFERENT TERMS AND CONDITIONS IN ORDER TO CONTINUE TO OPERATE YOUR BUSINESS. BEFORE YOU BUY, CONSIDER WHAT RIGHTS YOU HAVE TO RENEW YOUR FRANCHISE, IF ANY, AND WHAT TERMS YOU MIGHT HAVE TO ACCEPT IN ORDER TO RENEW.

Please consider the following **RISK FACTORS** before you buy this franchise

1 THE FRANCHISE AGREEMENT REQUIRES YOU TO RESOLVE DISPUTES WITH US BY LITIGATION ONLY IN MASSACHUSETTS. OUT-OF-STATE LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO SUE US IN MASSACHUSETTS THAN IN YOUR OWN STATE.

2 THE FRANCHISE AGREEMENT STATES THAT MASSACHUSETTS LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.

3 YOU MUST MEET MINIMUM ANNUAL MAILING REQUIREMENTS TO AVOID TERMINATION OF YOUR FRANCHISE AGREEMENT. SEE ITEM 12 FOR THE SPECIFIC MINIMUM REQUIREMENTS.

THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE

We use the services of one or more **FRANCHISE BROKERS** or referral sources to assist us in selling our franchise. A franchise broker or referral source represents us, not you. We pay this person a fee for selling our franchise or referring you to us. You should be sure to do your own investigation of the franchise.

[Effective Dates on Following Page]

Effective Dates

California	
Florida	April 7, 2014
Maryland	August 29, 2013
Michigan	April 11, 2013
Minnesota	
New York	July 3, 2013
Rhode Island	April 30, 2013
Virginia	December 11, 2013
Wisconsin	

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