



Opportunity is Knocking for Housewarmers Affiliates



Why Housewarmers is a special business.

Housewarmers are business owners who make a difference in their community as friendly ambassadors to residents, and as supporters of civic and charitable organizations. We believe that Housewarmers is a one-of-a-kind opportunity for special people to earn a good living doing good things for others.



- Our affiliate purchase fees are low and monthly sales royalties are reasonable for an independently-owned Housewarmers business with fully protected sales and service territories.
- You will never have competition from another Housewarmers affiliate in your exclusive area. In fact, other Housewarmers affiliates become your colleagues as you work together and learn from each other to build your businesses.
- Our Housewarmers Gift Bag, filled with valuable income-producing Sponsor gifts and information that's personally delivered to New Residents in your area, is unlike any media or direct mail competition.
- Our exclusive *Good Neighbor 7 Point Marketing System* offers extra value to your Sponsors by continuing to put their information in front of New Residents again and again.
- Our home-based business model has low start-up and overhead expenses. There's no beginning inventory to buy; no pressure to purchase more inventory every month; and no fear that you will be stuck with hundreds of dollars of unsold goods.
- Our business model allows for you to work on a schedule that's best for you. Many of our affiliates own other businesses, have full or part-time jobs, or keep busy with parenting or volunteer activities. If it works for you, it works for us!



Becoming a Housewarmers Affiliate opens new doors for your personal dreams.

- Realizing your ambition for business ownership and financial independence.
- Gaining a flexible work schedule that balances your job and family interests.
- Involving yourself deeply in the community and making a positive difference.
- Improving yourself with newfound skills, relationships and self-assuredness.
- Belonging to an organization that shares and supports your goals.



Housewarmers affiliates are the unofficial welcoming committees in their respective communities, as well as worth-while additions to the social and economic fabric, and businesses with solid income-producing opportunities.

Housewarmers affiliates and their team of trained Greeters welcome residents, face-to-face, and present them with a distinctive Gift Bag filled with valuable Gift Certificates and gift items, representing local businesses, medical practices, and non-profits. Affiliate owners recruit local sponsors from the business and professional community using our time-tested sales tools and practices.

Housewarmers actually hand-deliver their sponsor's offers and information to high-value customer prospects and report back verified delivery data every month - all at a reasonable rate that even small mom-and-pop businesses can afford. Grateful sponsors support Housewarmers with long-term contracts - most are annual - and even refer other businesses for possible sponsor opportunities.

Housewarmers sponsors come from many types of businesses and professionals. Retailers, household services, financial, healthcare - we have dozens of different categories in our target sponsor lists. Affiliate owners have no problem finding qualified prospects, just starting with the businesses they already know.



Community is *Your* Business

The Housewarmers philosophy of “making a difference in the community” is what truly sets us apart. This was the guiding principle of our founders back in 1999, and it is true today. Housewarmers contribute in many ways, promoting civic and charitable organizations, volunteering and connecting people.

Due to this civic-minded spirit, Housewarmers affiliates have achieved respected standing in their community and among business leaders. If you like the idea of building long-term business relationships, Housewarmers may be the business opportunity that permits you to make a living and a *difference* at the same time.

Housewarmers enjoy interesting work and family-friendly schedules.

The nature of Housewarmers is reflected in our work style. Most are home-based businesses that occupy a small area of the house for a computer to handle administrative and production tasks. Administrative tasks are fairly simple and accomplished around family needs.

At other times, Housewarmers affiliates are networking and prospecting, setting up and attending meetings with prospective sponsors. This is how we connect with the best prospects to encourage them to become exclusive-category sponsors in our Housewarmers Gift Bags. At its heart Housewarmers is a sales business, and we encourage and help our affiliates to develop the sales skills they need to grow their business and their profits.



Personalized deliveries set Housewarmers apart and involve affiliate owner supervision and participation. Acquiring new resident lists, hiring and training greeters, preparing Gift Bags, scheduling and assigning deliveries are all part of the Housewarmers owner experience.

Housewarmers Startup Training is comprehensive.

Our affiliates are prepared for any of the tasks required to own and run their Housewarmers business. The multi-day training course has been developed by experienced owners, business and sales professionals. In small group sessions, we take the time to fully inform and motivate you.

Training does not end there. Ongoing support is provided by the Housewarmers in-house marketing and business support team who are constantly in contact - by phone, online or in person - when needed. And affiliates learn from each other, too! We regularly schedule lunch get-togethers, as well as an annual Affiliate meeting, to share tips, best practices, important information and great ideas with each other. Because each territory is exclusive, all affiliates are happy to offer help, share a Sponsor lead, and celebrate or commiserate the daily challenge of being a business owner.



Housewarmers personal growth is never-ending.

Some of the best thing that happen to Housewarmers affiliates involve discovering more about themselves and what they can accomplish, whatever their age, education or work experience. Our business does that to people.

While typical workplace jobs may be restricting and repetitive, Housewarmers affiliates spend their time meeting people, making sales calls and producing their Gift Bag materials for delivery. It is interesting and rewarding work.

Housewarmers business owners learn to master skills, business practices and technology as they discover how to manage the independence to work when they *want to* - instead of *have to*. On top of financial rewards, this is the pay-off for being a Housewarmers affiliate.





We are Housewarmers. We welcome you!

Housewarmers is an organization of dedicated and enthusiastic Affiliate Owners. We are guided by management who share a vision for value-producing growth, innovation and diversification. It is the mission of Housewarmers to achieve financial and personal growth while improving our communities. This is why we believe Opportunity is Knocking for those who are motivated to achieve such goals and become new Housewarmers Affiliates.

Getting started is simple.

If, after reviewing this introduction, you think becoming a Housewarmers Affiliate may be an opportunity you wish to pursue, here is how to get started.

Visit our website at housewarmersusa.com and fill out the Affiliate Inquiry form in the Contact section, or give us a call at **903.456.2257**. We'll be happy to provide further details about affiliate ownership opportunities and answer any questions you may have.

**Opportunity
is Knocking!**



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