



Ten years of experience has allowed us to develop a system that will all but guarantee your success anywhere in the U.S.

What you receive as a **DINEAmerica** Affiliate:

1. The **DINEAmerica** Affiliate Program Success System
2. Products and services that will cause restaurants to welcome you with open arms. (Before we developed the products and services this was the toughest part of our business. Plus we are constantly developing new products and services.)
3. The **DINEAmerica** Presentation Notebook (This knocks the socks off the restaurant owners and managers and puts you on an advisor or partner level with them.)
4. Products and services that give you potential income from every restaurant appointment.
5. Step by step instructions for building the **DINEAmerica** program in your territory.
6. Teleconference, phone and email support.
7. Sharing of new ideas from other Affiliates
8. Working hand in hand to assure Affiliates continued success.
9. Low cost way to start and build your own business.
10. National name recognition.
11. Advertising support.
12. A "World Class" website requiring little or no effort on Affiliates part.
13. Training on every aspect of the **DINEAmerica** Affiliate Program
14. Personal training if desired.
15. Full product support.
16. System to produce the Restaurant Directory if desired.
17. Nationally recognized "DiningCard".

Income Potential

A small territory might consist of 500,000 population and probably 1500 restaurants. Let's say Affiliate sells one of our products to only one out of every ten restaurants. Affiliate receives income from 150 restaurants. Average sale generates \$200 for Affiliate. 150 times \$200 equals \$30,000. Affiliate should also line approximately 300 restaurants for the DineAmerica program. Membership sales should reach 3% of households (not population but households, defined as an average of 3 people per household). So 500,000 divided by 3 equals 167,000 households. 167,000 households times 3% sales equal 5000 DineAmerica memberships sold. Average gross profit from sale \$30.00. \$30 times 5000 memberships equals annual income of \$150,000. Add the \$30,000 from restaurant sales and the average territory should conservatively generate \$180,000 income per year. Some of the sales to restaurants will generate residual income so this number will increase each year. Also at least two products can also be offered to DineAmerica members generating additional income. We find that DineAmerica members are loyal and begin to feel like part of a family. This should be encouraged because as we add products that can be offered to our members this will exponentially increase Affiliates income.