



News Release

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DVDNow Kiosks a lifestyle choice for clients

Bob Ennis and Randi Haas came to their franchise coach Steve Rosenkrantz with a vision.

“They were looking for something that’s hard to pin down – the quality of the brand,” recalls Steve, who operates a franchise with the Entrepreneur’s Source. “They wanted a business they could identify with as really good quality.”

Eventually Bob and Randi narrowed in on a business opportunity with DVDNow Kiosks. For as little as \$25,000, DVDNow gives consumers the chance to tap into the DVD rental kiosk market, where Redbox has experienced strong revenue growth.

“DVDNow is the only large player in the DVD kiosk market that allows people to get involved whereas Redbox doesn’t allow private ownership,” says Steve. “The construction of the DVDNow kiosk is top notch, and compares favourably to any on the market. The additional revenue stream of advertising on the kiosks was also attractive.”

Bob had already retired from his job in the financial services sector at Wall Street investment firm Smith Barney, and is consulting in the industry part-time, while Randi works as an esthetician.

“We wanted a business that would allow us to pursue a lifestyle,” he says. “We didn’t want long days, a brick and mortar store or employees.” He’d already done the 12 to 14 hour work day, and was ready for something different.

DVDNow provides the flexibility they wanted because the kiosks are fully automated. Customers select titles and pay by credit card, and even make reservations online using DVDNow’s custom-designed Connections Software. All this can be managed in as little as five to 10 hours a week, giving Bob and Randi a chance to earn passive income.

“You can put your toes in the water slowly with one or two kiosks, and gradually wade in deeper into the pool,” Bob says. “You’d be able to gear up very quickly by adding additional kiosks.”

They did their homework, visiting prospective locations and gauging that the kiosks were in demand.

Then DVDNow introduced Bob and Randi to some of their operators, including a customer in Pennsylvania who had grown the business to over 50 kiosks. Steve says that helped his clients see that even with the growing number of Redbox kiosks there was still room for independent operators to be successful and expand their business.

“They saw that it could be done on a large scale,” says Steve. “They want to walk before they run, but ultimately they are thinking big.”

He says his clients really appreciated how DVDNow Vice-President Bob Gallner joined them on a conference call to make sure their prospective locations met traffic criteria.

Their first kiosk launches in August at George’s Dreshertown Market in Dresher, Pennsylvania, and their second in September at the Market Street Market in Bangor, Pennsylvania.

It just goes to show that it’s worthwhile to keep in touch. Originally Bob and Randi got in touch with Steve after a friend referred them. After looking into a few opportunities, they weren’t ready to do anything at that time.

Like all good coaches, Steve kept checking in, and two months later the couple was back, ready and eager to do business. It was just a matter of finding the right opportunity for them, and that turned out to be DVDNow Kiosks.

Learn more about the DVDNow Kiosks business opportunity or register for the complimentary Webinar by contacting:

Bob Gallner

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