

Starter Kit - Lead Spend				
Vendor	Website	\$PerLead	# of leads	Approx Spend
Franchise Help	www.franchisehelp.com	\$ 25	54	\$ 1,350
5th Ave Leads	www.5thavenueleads.com	\$ 60	10	\$ 600
BizBuySell	www.bizbuysell.com	\$ 55	10	\$ 550
			74	\$ 2,500

Recommended Kit - Lead Spend				
Vendor	Website	\$PerLead	# of leads	Approx Spend
Franchise Help	www.franchisehelp.com	\$ 25	72	\$ 1,800
5th Ave Leads	www.5thavenueleads.com	\$ 60	10	\$ 600
BizBuySell	www.bizbuysell.com	\$ 55	10	\$ 550
Executive Leads	www.executiveleads.com	\$ 55	10	\$ 550
IDS	www.idigitalstrategies.com	PPC/ SEO		\$ 1,500
			102	\$ 5,000

Premier Kit - Lead Spend				
Vendor	Website	\$PerLead	# of leads	Approx Spend
Franchise Help	www.franchisehelp.com	\$ 25	100	\$ 2,500
5th Ave Leads	www.5thavenueleads.com	\$ 60	10	\$ 600
BizBuySell	www.bizbuysell.com	\$ 55	10	\$ 550
Executive Leads	www.executiveleads.com	\$ 55	10	\$ 550
Franchise Opportunity Network	www.franoppnetwork.com	\$ 30	25	\$ 750
IDS	www.idigitalstrategies.com	PPC/ SEO		\$ 2,500
			155	\$ 7,450

- ❖ Costs per lead will fluctuate slightly by source depending on volume, type of work performed, etc.. Please use these numbers as a benchmark and reach out to an Accurate Franchising representative if your costing looks out of line.