

New “Agency/Business Opportunities” Premium E-mail Ad Program

Are you interested in selling your manufacturers’ rep business? Or perhaps buying an agency or merging with one? MANA offers an “Agency/Business Opportunities” section in *Agency Sales* magazine. Agents place ads in this section when they look to buy, sell or merge with other reps.

MANA is excited to announce an enhanced version of the “Agency/Business Opportunities” ad program. Now, through the new **Premium E-mail “Agency/Business Opportunities”** program, we send your ad via e-mail to targeted members. “Agency/Business Opportunities” Premium E-mail advertisers can select recipients by either Product Classifications, locations or both.

A concern is that those who plan to sell or retire do not want to divulge that information. As with the *Agency Sales* print ad, MANA offers a “Blind Box” option. An interested party responds directly to MANA and MANA forwards the e-mail to the advertiser. The advertiser then chooses whether he can safely contact the interested party.

If you are a single-person rep firm, the new “Agency/Business Opportunities” Premium E-mail ad program holds special interest for you. Historically, when single-person reps retire, they close the business and disappear. Unlike multiple-person agencies with succession plans, the single rep receives no compensation for the business they created.

The “Agency/Business Opportunities” premium e-mail ads provide more opportunities for single-person reps to connect with start-ups. This creates a win-win-win scenario — the retiring rep gains added retirement income and the start-up begins with an established business, **and** the principal retains territory coverage.

Cost of the Premium “Agency/Business Opportunities” ad is \$449. As always MANA Members receive a 20% discount.

To maintain confidentiality, MANA will not post the “Agency/Business Opportunities” Premium E-mail ads on the website, in the iToolbox e-newsletter, nor publish them in *Agency Sales* without your consent.

For an order form in [Microsoft Word to fill out and e-mail, click here](#), or for a [printable PDF to fill out and fax, click here](#).

Details:

- MANA sends e-mails to the target members two weeks apart

Optional:

- MANA posts the ad in the open area of the MANA website for four weeks
- MANA posts the ad in the monthly iToolbox sent to agent members
- MANA publishes the ad in the next *Agency Sales* magazine for which it meets the deadline