



Dear Entrepreneur –

Thank you for your interest. Everyone should have a Margarita Man in their area. We have successful franchisees all across America. Now it's easier than ever for you to get started.

Obviously something or someone piqued your curiosity about this business. What got me thinking about starting a margarita machine rental business way back in 1984 was my Mom. She planted the seed after she'd rented a machine in Dallas to serve margaritas at her showroom at the Dallas Apparel Mart. She designed women's fashions made from the colorful weavings of the indigenous peoples of Guatemala. I began thinking where and to whom I could rent my machines. Here's a partial list.

Weddings	Caterers	Birthdays	Open House
Fundraisers	House Warming Parties	Hotels	Graduations
Christmas Parties	Corporate Events	Country Clubs	Anniversaries
Golf Tournaments	Festivals	Apartment Retention Parties	Pool Parties
Office Parties	Annual Fiesta Events	Halloween Parties	Conventions

My wife Candis and I started our party beverage machine rental business in San Antonio in June of 1984. Only months after, we needed more machines as the word spread quickly about our new service. I learned early on that at each party where I had my machines, all the guests were my next potential customer. Our success has now been repeated by scores of independently owned and operated Margarita Man businesses all across the nation. We have the tools for success.

So why should you become a Margarita Man? Here are ten of just some of the reasons—

1. Superior gourmet mixes made at our facility right here in the Texas Hill Country
2. Trusted nationwide name recognition

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3. A recognized brand growing internationally <http://margaritamanmonterrey.com/>
4. Turnkey operation with a comprehensive operations manual
5. Support from headquarters
6. Support from your fellow Margarita Men
7. You pay no royalties and no yearly renewal fees
8. Cutting edge, state of the industry website by www.eventrentalsystems.com
9. Low equipment pricing from a distributor whose main goal is for your business to thrive
10. Why reinvent the wheel which will cost you much more in the long run

Our flexible quick-start programs make getting underway easy and are a fraction of the cost of most other franchises. Each option is in compliance with state and federal franchise regulations.

Option 1: Our one-time franchise fee buy your exclusive rights, which means you are the only Margarita Man in your exclusive rights area. In this option you receive all of the forty startup items (Download the startup items list on our Opportunity page) including your own custom designed website. Here's an example: <http://www.margaritamancharlotte.com>. Your professionally designed website will be your most valuable asset, allowing your customers to reserve their machines online. It's like having a reservationist on the payroll 24/7 who never calls in sick or has a bad day. Our official website administrator is www.EventRentalSystems.com. ERS has perfected their online equipment rental software which is built in to your website. Most of our Margarita Men start their businesses with this option. You receive all the startup items on the downloadable list.

Option 2: Depending on where you're located, you can pay a reduced one-time fee to be a Margarita Man and to own your exclusive rights area. If you qualify for this program, your reduced one-time startup fee buys your exclusive rights area. Required startup items include a website, business cards, customer agreements and pre-measured mixing containers. These required items are at an extra fee. You also receive logo graphics and mixing instruction for all flavors and much more. This option lets you purchase the additional startup items you choose. Startup items pricelist available upon request.

The common denominator in either program is that since we do not charge you royalties or any annual renewal fees, *our* success depends upon *your* success.

Our operations manual is among the startup items you will receive as a new Margarita Man where you'll learn valuable marketing ideas from our 35 years in the business including essential telephone reservation techniques that will help you streamline your rental process from start to finish.



Pictured here is our Margarita Man branded Grandmaster Crathco model 3311 frozen beverage machine. We've been a Grindmaster distributor for over ten years. Crathco's 3311 is simply the best machine for this business. (Our price is too low to publish here.) We recommend you start with at least three machines. Click to visit Grindmaster/ Crathco's website: www.grindmaster.com.

Margarita Men rent their machines to their customers from \$120 to \$250 per night and sell each bottle of mix for \$20 to \$25. Typically included in the rental price is one half gallon mix which makes about 60 to 70 eight ounce drinks. Our other flavors yield about 50 to 60 eight ounce drinks per batch. Everybody loves our mixes because we manufacture our mixes using pure cane sugar. Each case has six half gallons. You'll buy your mix directly from the manufacturer, us.

All Margarita Men enjoy a valuable knowledge base from which to draw upon from our 35 years in the business along with the help of your fellow Margarita Men who at one time, were in your shoes. All Margarita Men share ideas and pictures on our private online Margarita Man chat group. As a Margarita Man, you are invited to join the chat group.

We have the graphics to ID your delivery vehicle like the trailer below. We'll help you design your delivery vehicle's vinyl signage or wrap. We are a Signazon.com reseller too so we offer good pricing on all types of signs to promote your business. Vehicle signage is a sensible requirement but will contribute enormously to your success.



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Following a proven business model just makes sense. Statistics show that 90% of small business startups who follow a proven franchise business model are still in business five years later, whereas 90% of those who go it alone are out of business in five years. Our system is proven and works.

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But don't just take our word for it; do your due diligences by getting some real feedback from some of our franchisees whose contact info can be found on our Locations tab on our website. First, tell them where you are, that you've contacted Laurent at Margarita Man Headquarters then ask them whatever about their successful Margarita Man businesses. Most all Margarita Men are friendly and happy to help. You are always welcomed to call me at **210-846-1688**.

Cheers,

Laurent Perron, Founder
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