



THE FRANKLIN REPORT

RECENT PRESS CLIP

C L I P

Netscape: WCBS 880 - Small Business

Back Forward Reload Home Search Netscape Images Print Security Shop Stop

Location: http://wcbs880.com/smbus/StoryFolder/story_1971010660_html/index_html What's Related

WCBS NEWSRADIO 880 CBS 2 WCBS-FM WFAN

Search Advanced Search Friday, October 26, 2001 | Current Weather: 56° - Few Clouds

- Homepage
- Top Stories
- America Rights Back
- On Air Links
- Local Politics
- World / National News
- Finance
- Small Business**
- Entertainment News
- Weather
- Traffic
- Traffic Cams
- Sports
- The Osgood File
- Dan Rather Reporting
- 60 Minutes on WCBS
- Harley Carnes
- Raising Our Kids
- Do I Look OK?
- Food & Wine
- Dining Diary
- Report on Medicine
- Travel Reports
- Kim Komando
- Special Reports
- Recalls
- Survivor
- Maxed Out
- Let's Find Out
- Dave Ross
- Ask the Gov / Mayor
- News Team Blogs

wcbs880.com/Small Business
Information Sells

(NEW YORK) (WCBS) Today the Upper East Side, tomorrow London and LA

A former Wall Street partner has come up with a great niche. Elizabeth Franklin's new "Franklin Report" is a Zagat's type guide to remodeling contractors.

Now Franklin is getting inquiries from people who want to be licensees of her report in other cities, and she hopes to be in 20 cities in just two years.

"Business has been unbelievable!" says Franklin. "We brought the book out late last fall and we had hoped to sell 5,000 copies, total. That was according to all the experts in the publishing business. And we've sold over 10,000 copies in less than 6 months, and we're now in our second reprint."

The contractors are rated on a scale of "I would hire them again" to "I would never even speak to them again."

And demand for information in the "Franklin Report" may stay strong. Franklin says Senator Chuck Schumer told her this week that Alan Greenspan thinks the New York real estate market will continue to stay very strong.

Unlike the Zagat guide, the "Franklin Report" checks the customers comments by interviewing the contractors to weed out people who Franklin says are never happy and just want to rant and rave.

Franklin Report even has a Web site (see related links) where people can rate contractors. Franklin says the site will generate new content for future editions of the book.

(© MMI Viacom Internet Services Inc. All Rights Reserved.)

<http://wcbs880.com/homepage/>