



Case Study

Caring for Growth: How ClientTether Helped A Place At Home's Franchise Expansion

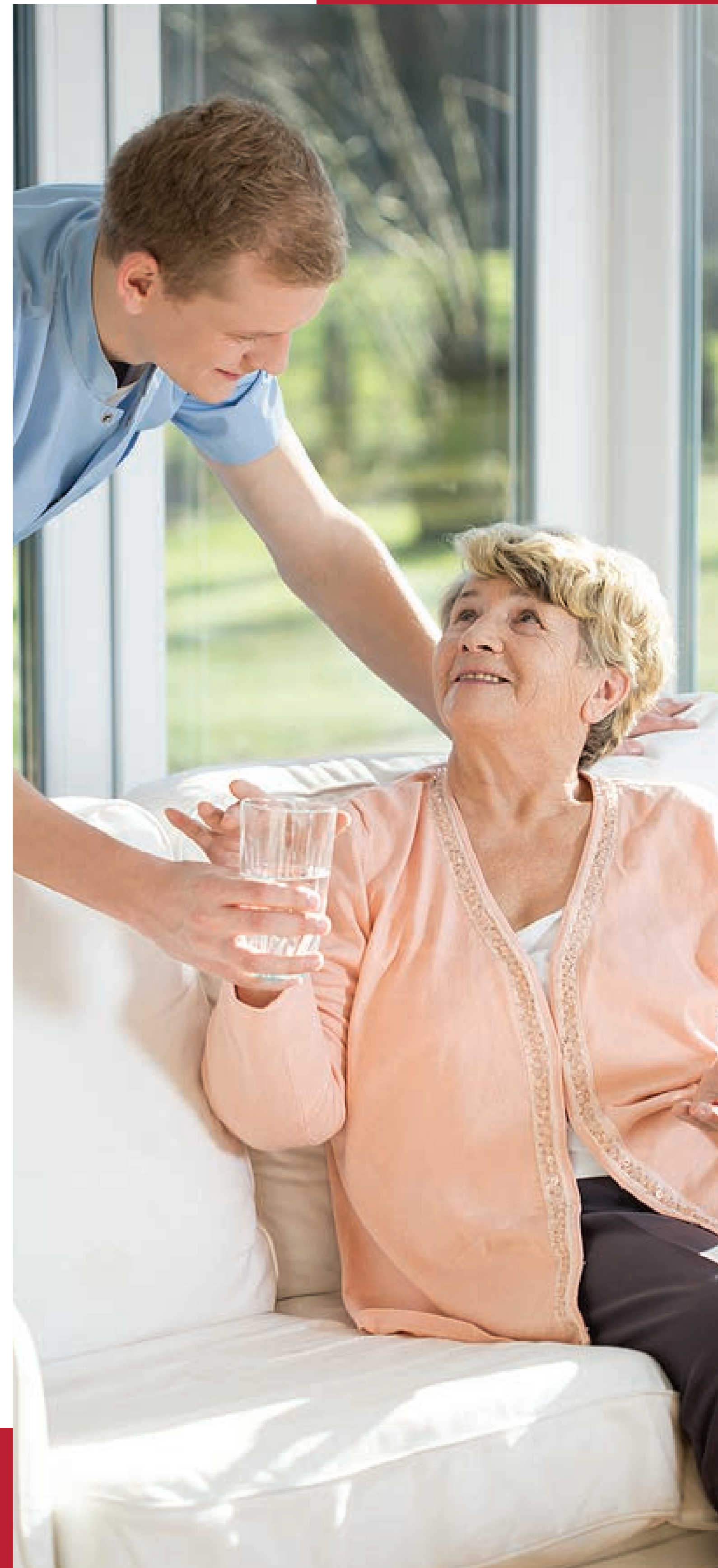
“

ClientTether has dramatically increased our productivity in franchise development.

”

Mitchell Benson

CFE, Franchise Development Manager,
A Place At Home Franchise



A Place At Home's Fran Dev Journey with ClientTether

A Place At Home, a leader in senior care services, was founded in 2012 by Dustin Distefano and Jerod Evanich to provide compassionate in-home care, care coordination, and senior living transition services. The franchise, rooted in personal experiences with their own families, has grown rapidly, offering comprehensive senior care across multiple territories.

As A Place At Home expanded, they needed a solution that could support their franchise development efforts, helping them engage with prospective franchisees efficiently and scale their operations. To address these challenges, A Place At Home implemented the ClientTether franchise CRM platform looking to streamline lead management, automate follow-ups, and accelerate franchise growth.



The Challenges



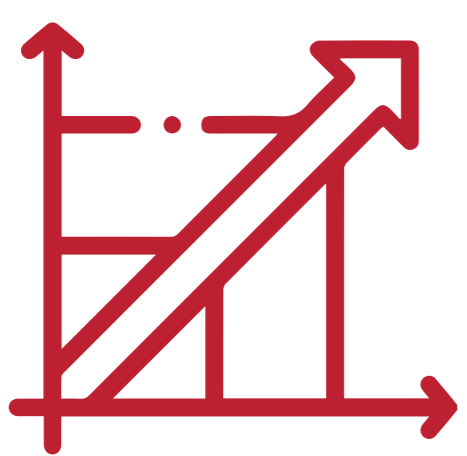
Inconsistent Lead Follow-Up

A Place At Home's franchise development team faced challenges in ensuring consistent and timely follow-up with prospective franchisees, leading to missed opportunities.



Managing a Growing Pipeline

As the franchise grew, tracking and engaging with multiple leads across different regions became increasingly complex, creating bottlenecks in the development process.

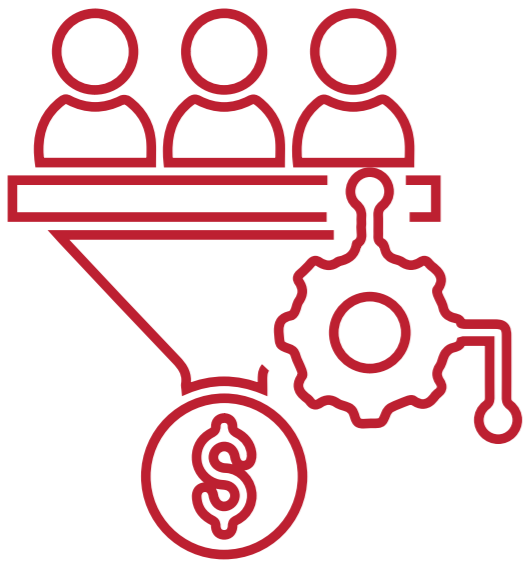


Scaling Communication

Coordinating outreach and keeping potential franchisees engaged while scaling to new territories required more robust, automated systems to maintain momentum.



ClientTether's Impact on Franchise Development



Automated Lead Follow-Up

ClientTether automated the lead follow-up process, ensuring no prospective franchisee was overlooked. The platform allowed the team to stay on top of their growing lead pipeline while improving response times.



Streamlined Communication

ClientTether's CRM enabled A Place At Home to centralize and track all communications with potential franchisees, creating a seamless process for nurturing leads and managing conversations at every stage of the development process.



Operational Efficiency

ClientTether's automations helped A Place At Home's team handle the administrative work behind franchise development, freeing up time to focus on identifying and onboarding qualified franchisees. This efficiency has been key in accelerating their territory awards.



In the Customer's Own Words

Mitchell Benson, Franchise Development Manager at A Place At Home, is enthusiastic about how ClientTether has transformed their franchise growth strategy:

“Using ClientTether has allowed our team to blow right past our new territory awards goals for the year and we're just getting started!”

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Mitchell Benson

CFE, Franchise Development Manager,
A Place At Home Franchise



A Place At Home was born as a comprehensive, consistent, and continuous Senior-Focused Care. After experiencing rapid growth in their Omaha market, they decided to take their model to other communities and the A Place At Home franchise sprouted.

Learn more at aplaceathome.com

Conclusion

By leveraging ClientTether's CRM platform, A Place At Home was able to overcome their franchise development challenges, automate follow-ups, and streamline communication across their expanding network. The result? Faster territory awards, improved lead engagement, and more efficient franchise development operations.

ClientTether provided the tools needed to scale effectively while allowing the franchise to focus on bringing compassionate care to new communities. As Mitchell Benson emphasized, ClientTether became an essential tool for their franchise success.

[Contact us](#)



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