



Case Study

Cutting Through the Noise: The CRM That Helped Horizon Consulting Reach More Clients, Faster

“

The main reason I would go with ClientTether is that they're evolving, they're growing. It's a strong system.

”

Christopher Valdez

Founder/CEO, Horizon Consulting Partners



Client
Horizon Consulting Partners

Industry
Franchising Business Services

Summary

Horizon Consulting Partners is in the business of making dreams happen. Founded by Christopher Valdez, a first-generation Cuban-American with a passion for business ownership, the firm helps aspiring entrepreneurs navigate the world of franchising. With deep experience in the medical field and in running multiple businesses, Valdez understands the challenges of transitioning into entrepreneurship.

Horizon takes a hands-on, personalized approach to franchise consulting, business advisory, and career transition coaching—ensuring clients find the right opportunities that match their goals, skills, and aspirations.

But in franchise development, timing is everything. Before ClientTether, Horizon Consulting Partners struggled with slow lead responses and limited client engagement due to an underperforming CRM system. After a disappointing experience with another provider, Valdez needed a solution that could deliver speed, automation, and scalability—without sacrificing the personal touch.



The Challenges

Before adopting ClientTether, Horizon Consulting Partners faced several challenges that limited their ability to grow:



Slow Response Times

Delayed follow-ups made it difficult to connect with leads in a timely manner. Valdez cited "speed of service" as a key factor that set ClientTether apart from previous platforms.



Missed Opportunities & Inconsistent Follow-Ups

Without automation, important lead follow-ups were falling through the cracks.



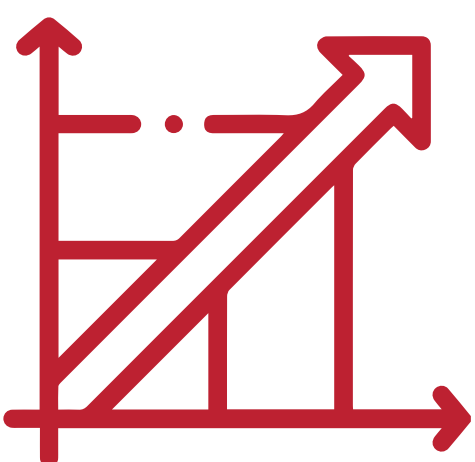
Steep Learning Curve

While transitioning to a new platform was initially daunting, ClientTether's support team made onboarding seamless.



Lack of Integration & Flexibility

The previous CRM failed to support Horizon's growing operational needs. ClientTether offered the robust, flexible infrastructure they were looking for.



Need for a Scalable System

Valdez emphasized that ClientTether is not only strong today but continues to evolve alongside the needs of his growing business.

Benefits to Horizon Consulting Partners for Using ClientTether



Increased Productivity

"ClientTether significantly improved my productivity."

— Christopher Valdez

Automated follow-ups and streamlined communication freed up time to focus on high-impact work.



Improved Client Reach

"ClientTether has significantly improved my client reach."

— Christopher Valdez

Texting, email, and drip campaigns helped Horizon engage more leads and maintain strong relationships.

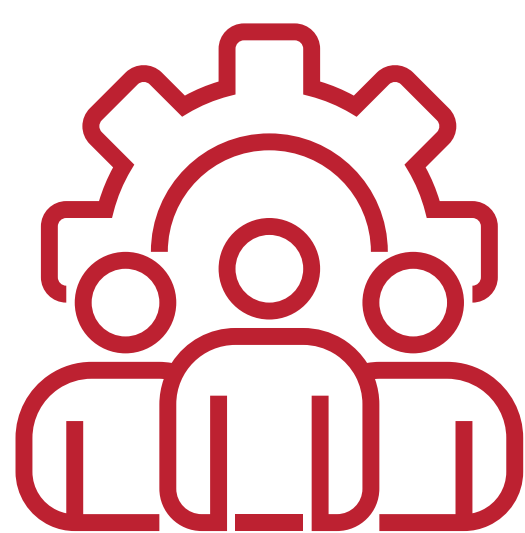


Faster Response & Service Speed

"The speed of service stood out the most." —

Christopher Valdez

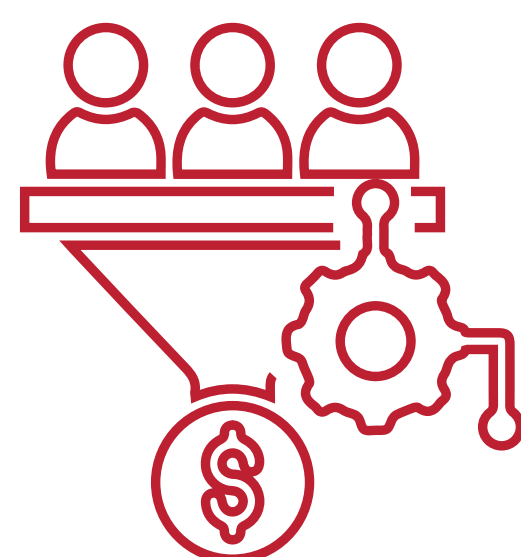
ClientTether's rapid lead engagement tools ensured prospects were contacted instantly.



Seamless Team Collaboration

"The willingness to collaborate with my team was outstanding." — Christopher Valdez

A centralized platform allowed for easier coordination and clearer communication.



Smooth Onboarding Experience

"The support from Dave and his team made the transition and learning the system smooth." — Christopher Valdez

Personalized onboarding helped Horizon adopt the system quickly and effectively.

In the Customer's Own Words

"ClientTether has significantly improved my productivity, client reach, and overall business growth. The speed of service and their willingness to work with my team stood out the most, especially after switching from a disappointing previous platform. Their team, led by Dave, made onboarding smooth and continues to support us as we grow. I highly recommend them for anyone in the franchise space looking for a powerful CRM that keeps getting better."

— **Christopher Valdez, Founder/CEO, Horizon Consulting Partners**

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Horizon Consulting Partners is in the business of making dreams happen. Founded by Chris Valdez, a first-generation Cuban-American with a passion for business ownership, the firm specializes in helping aspiring entrepreneurs navigate the world of franchising. With years of experience in the medical industry and running his own businesses.

Learn more at horizonconsultingpartners.com

Impact Statement

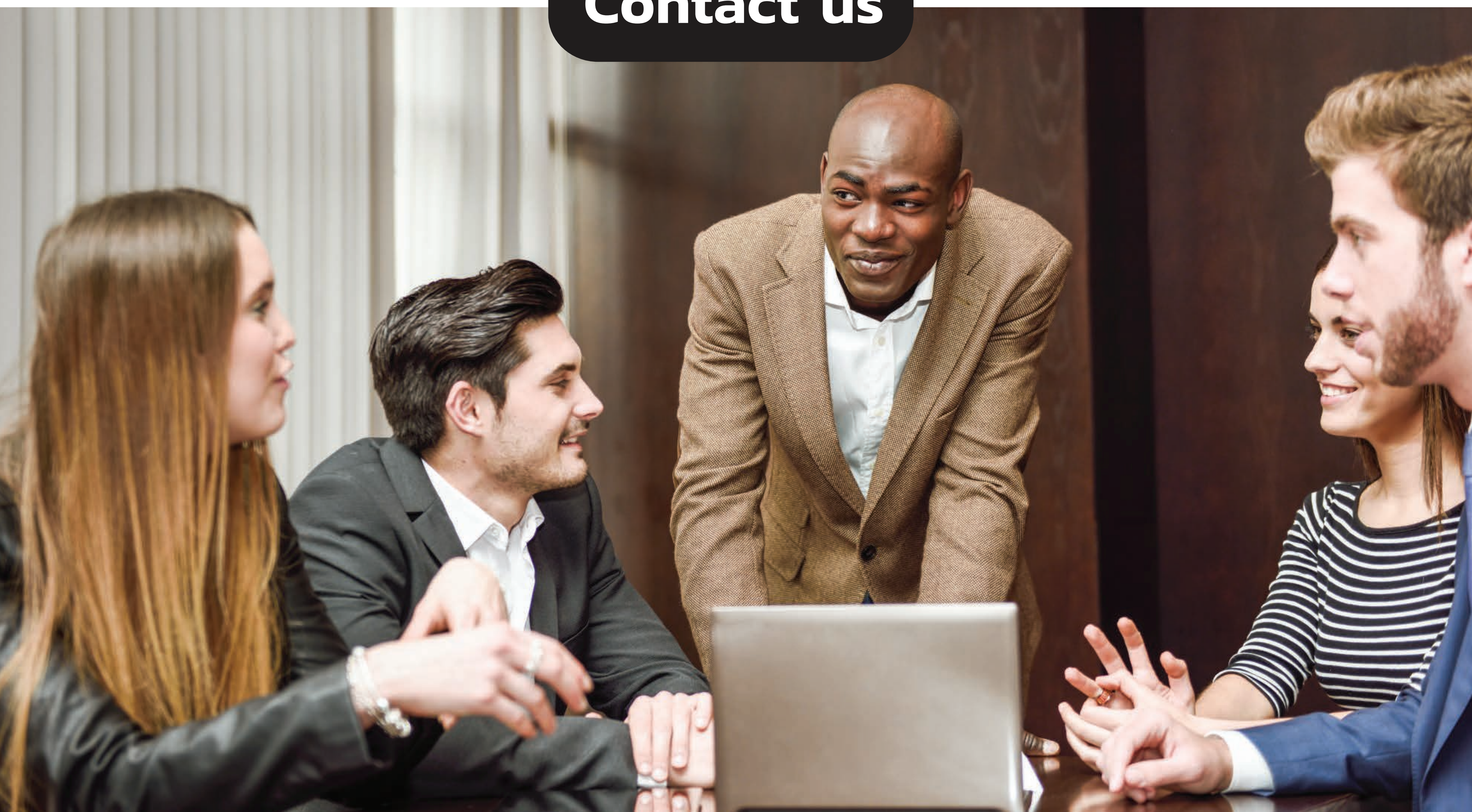
The Bottom Line

ClientTether empowered Horizon Consulting Partners to respond faster, reach more clients, and operate more efficiently. With automated processes, improved communication, and outstanding onboarding support, Horizon built a scalable, responsive consulting firm capable of long-term growth.

The result?

More leads engaged. More time saved. More deals closed. All supported by a CRM partner committed to continuous innovation and exceptional service.

Contact us



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ClientTether The Franchise CRM