CLIENT TETHER ™

Case Study

Washing Away the Competition:

How Rolling Suds Streamlined Franchise Growth with ClientTether's Automation

" All businesses should be using ClientTether to build out their sales team "

Aaron Harper
CEO, Rolling Suds

Client
Rolling Suds

Industry
Power Washing / Pressure Washing

Summary

How ClientTether Accelerated Rolling Suds' Expansion.

Rolling Suds is a leader in the power washing industry, known for its innovation and high-quality service. Founded over 30 years ago, they transformed the industry with advanced, truck-mounted systems that allow for faster and more efficient cleaning.

In their new franchise development initiative, CEO Aaron Harper sought a streamlined solution for managing communication, lead engagement, and operational growth across their franchise network. Rolling Suds partnered with ClientTether for its comprehensive CRM and automation tools. This allowed them to scale their operations effectively, while keeping their franchisees connected, informed, and supported.

In the last 18 to 24 months, Rolling Suds has grown to become the largest power washing franchise in the world, with 197 locations across 27 states. ClientTether's automated communication systems were instrumental in driving this consistent growth, simplifying lead follow-up, and freeing up their team to focus on high-value tasks.

The Benefits

As a relatively new project (18 to 24 months old), Aaron Harper noted that ClientTether was instrumental in ensuring they started off on the right foot. The key benefits Rolling Suds experienced included:
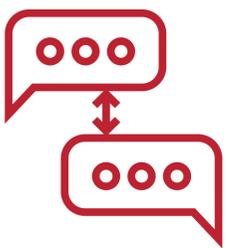
Automated Communication and Lead Follow-Up

ClientTether's automated texting and communication tools allowed Rolling Suds to reach out to leads instantly, which was crucial for a company scaling rapidly. Aaron Harper emphasized how much time this saved, as his team no longer had to manually handle lead follow-up, enabling them to focus on strategic growth and franchisee support.

Efficient Operations from Day One

By implementing ClientTether's CRM and automation tools early in their franchise journey, Rolling Suds was able to maintain consistent communication across all locations. This centralized system kept franchisees informed and aligned with the company's processes, ensuring that even new franchisees could hit the ground running with minimal onboarding friction.
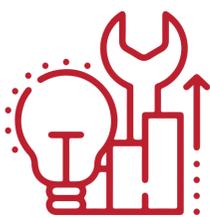
Superior Vetting of Tools

Aaron Harper also highlighted the extensive research and vetting process Rolling Suds conducted when selecting a CRM. After comparing several tools, they found that ClientTether stood out for its ease of use, customization options, and powerful automation features. Harper particularly valued the ability to customize the CRM to meet the specific needs of Rolling Suds' franchise development, something other systems couldn't offer as seamlessly.

Key Results
for Rolling Suds

1 ### Automated Communication

ClientTether's automation tools, particularly its texting feature, significantly improved lead engagement and response times. Aaron Harper praised the system's ability to centralize communication, stating that it became a critical asset in their franchise operations.

**1** ### Franchise Development Efficiency

ClientTether's platform provided Rolling Suds with the infrastructure to support their franchise growth without overwhelming their team. Harper noted that the customized CRM allowed them to manage multiple locations seamlessly and stay organized as they scaled up.

1 ### Freeing Up Time for Strategic Initiatives

Thanks to ClientTether's automation, the Rolling Suds team was able to spend more time on high-value tasks, such as franchise development and business coaching. The reduction in administrative work and manual lead follow-up gave the team more bandwidth to focus on long-term growth and innovation.
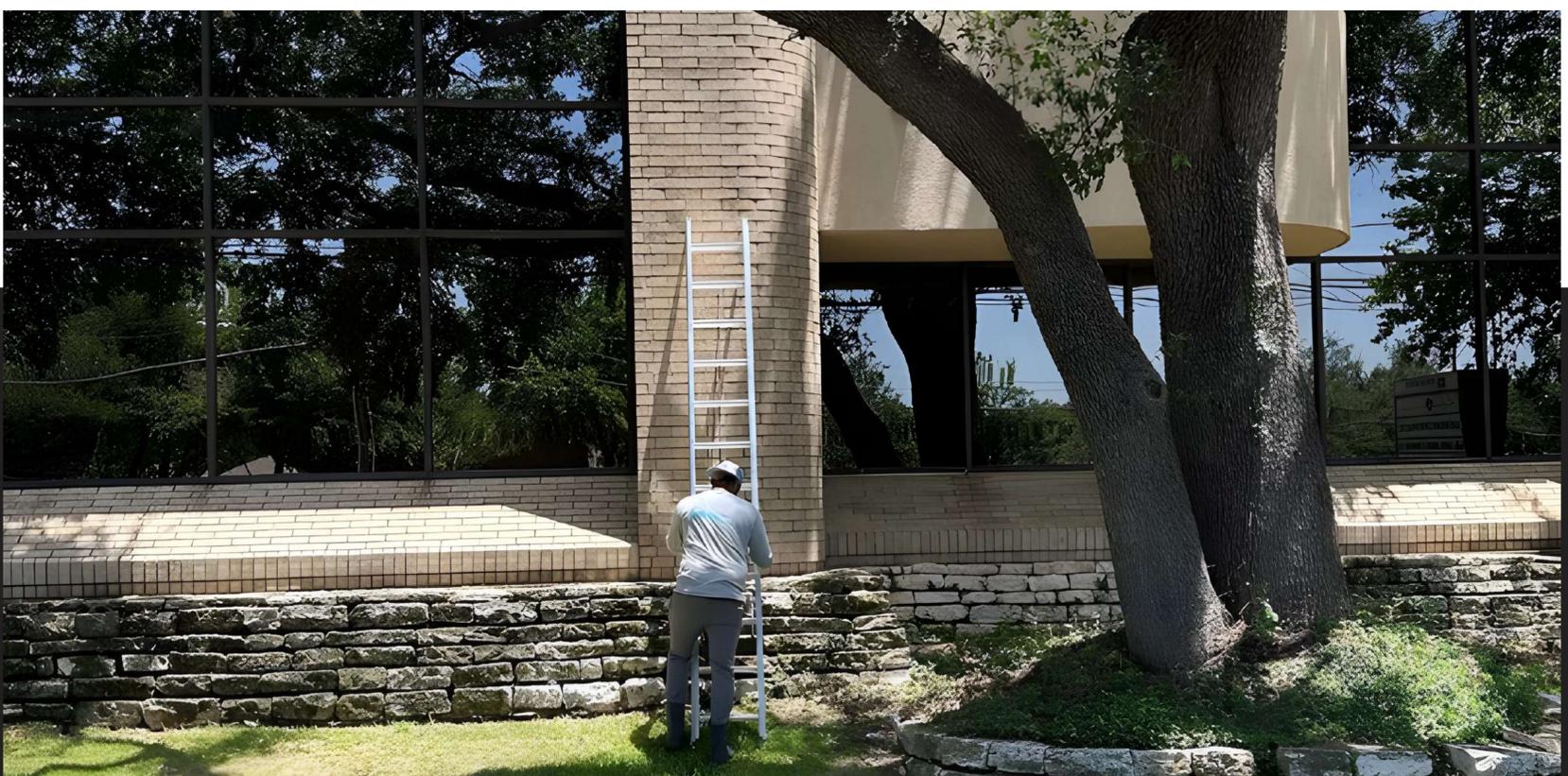
Why Rolling Suds Chose ClientTether

Rolling Suds needed a solution that could support their rapid expansion and simplify communication across nearly 200 franchise locations. Aaron Harper recognized early on the importance of having an automated system to handle lead engagement and operational tasks, ensuring the franchise's continued success. After vetting several CRM platforms, Rolling Suds chose ClientTether for its ease of use, powerful automation features, and hands-on support from the ClientTether team. ClientTether's customization capabilities were particularly valuable for Rolling Suds, allowing them to tailor the CRM to their specific franchise needs. The flexibility of the platform and the personalized support from key ClientTether team members solidified Rolling Suds' decision to choose ClientTether over other solutions.

In The Customer's Own Words

"I would highly recommend ClientTether to you if you have a sales role or if you run a company that has a sales department."

Aaron Harper, CEO of Rolling Suds, spoke highly of his experience with ClientTether and its impact on his business:

"The texting automation and ability to centralize all communication in one hub has been one of the most valuable tools. It has freed up my team to focus on engaging with prospective franchisees and managing business coaching."

He also praised the personalized support provided by the ClientTether team:

"They were incredibly helpful in customizing the system to fit our needs, which has been critical in managing our franchise growth."

Rolling Suds was founded over 30 years ago with a mission to deliver high-quality, efficient power washing services to homes and businesses. Today, under Aaron Harper's leadership, Rolling Suds is expanding through a franchise model, with 197 locations across 27 states in just 18 to 24 months. Their commitment to innovation, eco-friendly practices, and customer satisfaction remains at the heart of their growth.
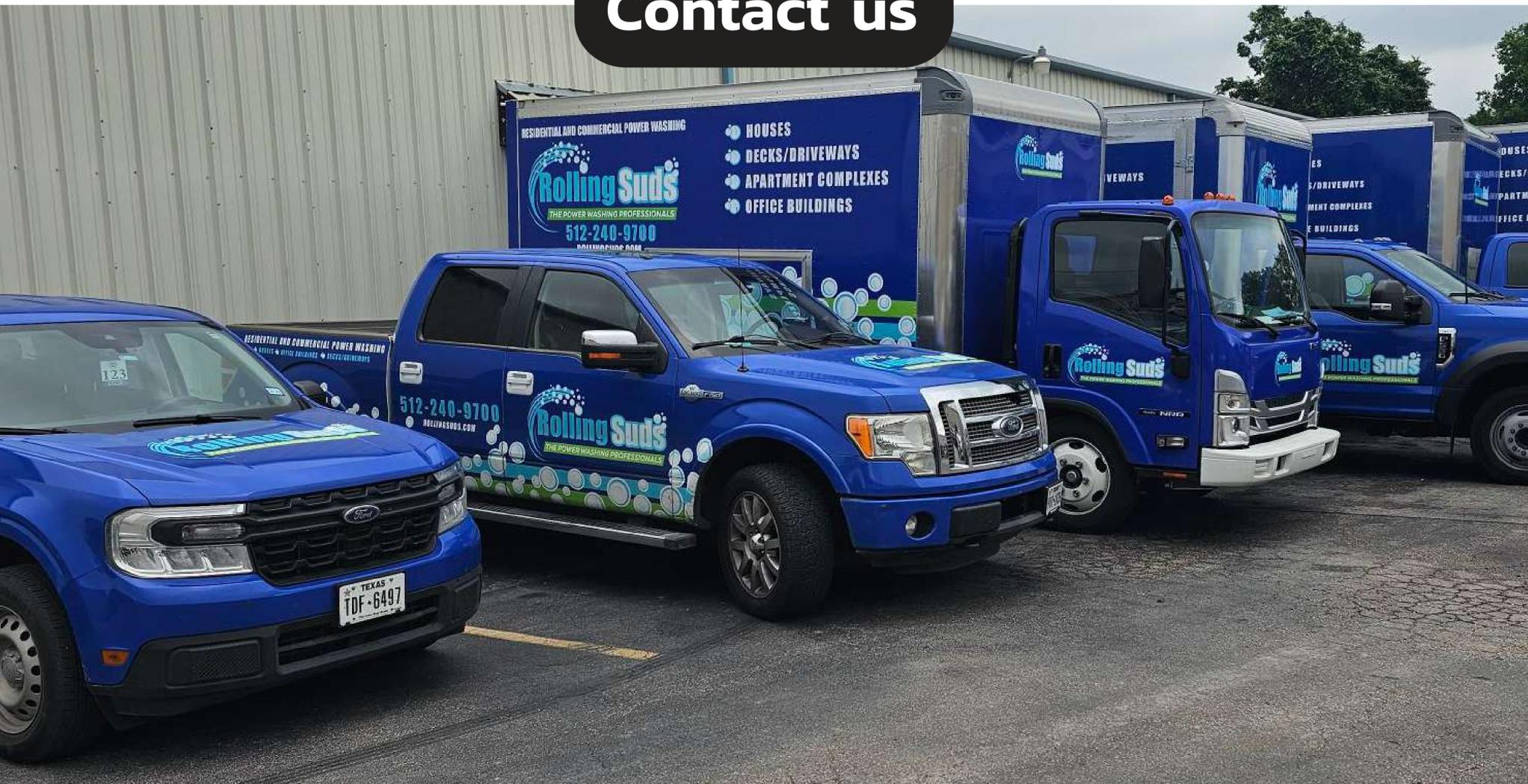
Learn more at: rollingsudspowerwashing.com

Impact Statement

Rolling Suds, one of the fastest growing franchises in the U.S., implemented ClientTether's CRM to streamline their operations and manage their rapid growth. By leveraging automated communication tools, they were able to maintain consistent follow-up with leads and ensure smooth communication across all 197 franchise locations in 27 states. This allowed Rolling Suds to focus on high-value tasks like franchise development and customer engagement, setting the company up for long-term success.

ClientTether's solutions enabled Rolling Suds to achieve their growth goals efficiently while maintaining high standards of customer service and operational excellence.

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