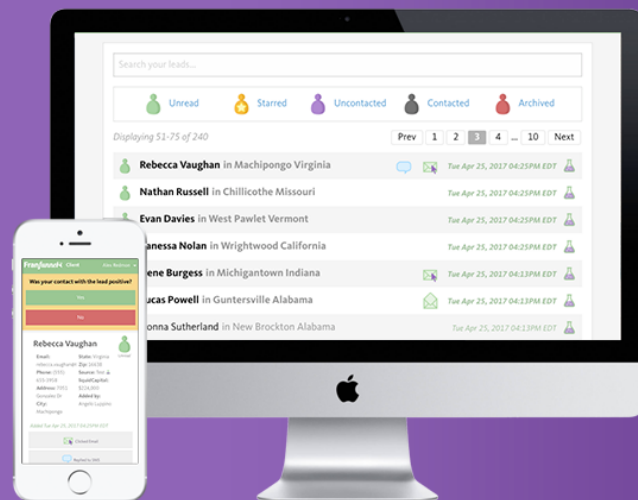


## A Right Place For Seniors

“FranFunnel is doing something that no one else is offering to the franchise community”

Jason Wiedder

COO of A Right Place For Seniors



## Getting a hold of prospects has never been easier

The story behind how A Right Place For Seniors became a franchise isn't that dissimilar from others. A couple of passionate entrepreneurs opened a business that solved an important need (in this case helping seniors find the right spot for them to live when they can no longer live at home), and ultimately they desired to bring their business model to the rest of the country. Demand for the concept has been high as COO Jason Wiedder says, "We could open 30 to 50 units a year if we wanted to." But the challenge of doing development efficiently and effectively befell A Right Place For Seniors like it does many franchises, especially simply getting leads to start a conversation. Given that the majority of leads were generated online, that move to an offline conversation proved difficult. After deciding to hire an outsourced lead qualifier, the franchise took to the task of speaking with as many leads as possible. When looking back on their old process, you see a relatively disorganized flow where a combination of cold calls and emails allowed them to get a hold of "8% - 12%" of all the leads they generated. Then they started using FranFunnel.



“With FranFunnel we’ve increased our contact ratios to at least 30%, but probably more like 40% or 50%”

**Jason Wiedder**

**COO of A Right Place For Seniors**

A Right Place For Seniors chose FranFunnel for lead nurturing because the platform makes it easy to communicate with leads through text messages, email, and phone – all in one place. Jason had certainly heard pitches from other competitors, “There are franchise technology companies who are trying to do everything, and not just focusing on this specific problem like FranFunnel.” Thankfully, the days of 8-12% contact rates are behind A Right Place For Seniors. They now see rates 3x as high and Jason thinks it may really be as much as 5x-6x better. FranFunnel is constantly adapting to how people communicate in a modern environment, so franchises don’t have to worry about these trends anymore. It’s hard enough to run and grow a franchise without being an expert in the internet. When probed about whether or not he thought other franchises should try FranFunnel, Wiedder commented that “A lot of franchise people are looking for new technology to get us in contact with these leads.” And as long as that is an issue facing franchises, FranFunnel is right there as a solution. It’s easy for sales, marketing, and development people to work together on a platform so your franchise has the best chance possible to talk with your new leads – every time.