

CASE STUDY

360CLEAN FRANCHISE
CLOSES 3X MORE
FRANCHISE LEADS FROM
FBR LEAD GEN PROGRAM

The 360clean franchise closes 3x more franchise leads from the FBR Validation Program than any other online lead source – here's why.

In the modern franchise sales and development space, finding qualified franchise leads is a challenge. There are hundreds of franchise brands for prospects to research and choose from and it becomes tricky to stand out amongst the various options.

Validation is the name of the game and today's prospects are keen to find a franchise that has evidence to back up their claims as they research their options for owning their own business.

The Franchise Business Review Validation Program helps brands like 360clean to rank higher on search engines and show the validation that's so necessary in today's fast-paced franchise development space.

MEET THE BRAND 360clean



360clean is a health-focused commercial cleaning franchise providing a clean, yet germ and infectious-free environment for their customers.

The 360clean team has a unique 'culture over numbers' approach to franchise growth where they prioritize bringing on the right-fit franchise owners for sustainable growth instead of fast scaling. This approach has helped differentiate their brand and is reflected in their Franchisee Satisfaction Index (FSI) scores.

Barry Bodiford, founder and owner of 360 Clean Franchise, was referred to FBR and says they knew right away it was a no-brainer to utilize FBR's franchisee satisfaction surveys and Validation Program.

"We WANT our franchisees to share feedback. The comments especially help us understand how we can be improving so when we let our franchisees know the FBR surveys are coming, we highlight the value of the comment boxes," says Bodiford.

why FBR leads **CLOSE 3x MORE THAN OTHER SOURCES**

Bodiford believes in growing tall, not wide when it comes to system expansion. When he looked at the level of qualified leads that he could get from Franchise Business Review, he knew it was the right option for their approach to growth.

"I knew using the FBR surveys and Validation Program made sense immediately. There's only so many ways to differentiate yourself as a franchise and we live in a world of validation," says Bodiford. "I also really liked how well they rank on search engines for their different pages and lists."

He added that brands who are seeking higher-quality franchise leads with a more long-term, sustainable scaling strategy would be a great fit for this lead generation opportunity.

"We get much more qualified, normally more serious leads from FBR. Most prospects from online lead generation

sources are so early in their search phase but the leads from FBR are typically further along in their consideration," says Bodiford.

The Validation Program is set up so candidates researching a 360clean franchise opportunity on the FBR website can download their FBR Satisfaction report and connect with them directly.

In 2024, 360clean received an impressive 100+ leads from Franchise Business Review with an average of 10 per month.

Something the 360clean team has done exceptionally well is utilize their survey data, FSI scores, and feedback from their survey data across their franchise development website and sales process. By leveraging this validating information across their lead experience, they're showcasing real numbers that back up the statements made on their website.

GETTING A PULSE CHECK ON YOUR FRANCHISEE ENGAGEMENT

Beyond the validation and lead generation solutions, the 360clean team has done a great job engaging their franchise owners in the survey process and gained valuable feedback from their owners each year they have participated.

“We actually send out our own corporate survey to franchise owners in the Spring ahead of the FBR surveys coming out in the Fall,” shares Bodiford.

He explains that sending out a brand survey several months before the FBR survey is a great way to get a pulse check on the level of franchisee engagement they can expect and create a twice-annual check-in for franchisee feedback.

“It gives us a chance to see if some franchisees may need a few extra email nudges,” chuckles Bodiford. “Owners can get busy and I like how these surveys give us a chance to check in and listen to their challenges and insights to help us improve as a system.”



SEE THE RESULTS

THE 360CLEAN 'CULTURE OVER NUMBERS' APPROACH COMBINED WITH THEIR FOCUS ON HIGH-QUALITY LEAD GENERATION USING THE FBR VALIDATION PROGRAM HAS CREATED AMAZING RESULTS FOR THE COMPANY.



RECEIVED A **95% OVERALL SATISFACTION** RATING IN 2024



RECEIVED **100+ LEADS** THROUGH FBR IN 2024



CONVERSION RATE FOR FBR LEADS IS **3X HIGHER THAN OTHER ONLINE SOURCES**



RANKED AS **OVERALL TOP 200 FRANCHISE** EVERY YEAR SINCE 2021



NAMED TO TOP FRANCHISES FOR WOMEN, TOP LOW-COST FRANCHISES, TOP RECESSION-PROOF FRANCHISES, TOP FRANCHISE CULTURE, AND MOST INNOVATIVE FRANCHISES LISTS

Interested in getting results like these for your own system? Franchise Business Review helps franchise brands at all phases of growth to understand your franchisee satisfaction and identify areas to improve.

CONTACT US TO GET STARTED!

