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## Bringing Brokering Into the 21st Century

[OpenDoor Franchises](#), founded by Jeremiah Marquis in 2018, is a modern franchise brokerage firm that uses education to transform people’s ambitions of owning and running a successful business into a reality. In an industry where candidate value is often tied to how much money that person has, this company is making a name for themselves defying popular franchise wisdom.

“Our level of customer service is aligned with the candidate’s motivation, not their money,” said Jeremiah. With their custom filtering process, their franchise brokers match buyers with appropriate attention and education. Today, OpenDoor Franchises views helping people educate themselves at their own pace as its core mission.

## Scaling An Efficient, Effective Sales Process

Immediate responsiveness is paramount at the top of the sales funnel, as is segmenting messages to make them most appropriate for leads. But in the broker space, one individual person only has so much bandwidth. How does a company scale without its salespeople glued to their phones 24/7?

OpenDoor Franchises launched FranFunnel to execute smarter messaging. It allowed them to set the expectation of what follow up would be. The platform enabled brokers to send informative, personal, timely and actionable texts and emails. As a result, their company knows exactly which lead source is coming in, what message each one needs to receive, how often, and how to push those people down the funnel to connect with brokers.

Jeremiah’s team is efficient, timely and best of all, process oriented. “FranFunnel automates 90% of the work for my sales team, and now they can focus their time closing deals.” OpenDoor Franchises knows it’s a noisy world out there, and it can be hard for brokers to book appointments. But with the help of FranFunnel, they are compelling in their follow up, concise in their messaging and committed in their education.



**Jeremiah Marquis**  
Founder

**FranFunnel User**  
Since July 2018

**Company:**  
OpenDoor Franchises

**Founded:**  
2018

**Headquarters:**  
Denver, CO

## Marquis On FranFunnel

*“Too many companies evaluate lead sources on anecdotal evidence. Now we have the data to know what’s worth doing.”*

*“Without tools like FranFunnel, your sales team is quintupling your work. Let the software do the work for you.”*