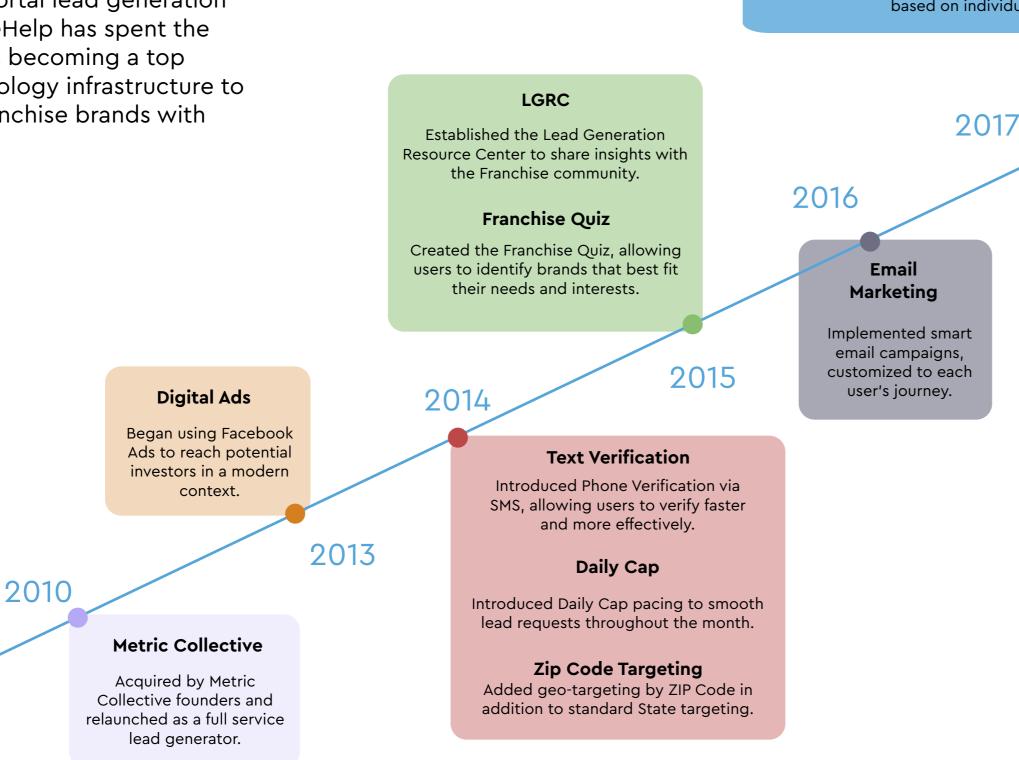
Franchise Help **Innovation Timeline**

A pioneer in the portal lead generation industry, FranchiseHelp has spent the last three decades becoming a top producer of technology infrastructure to better connect franchise brands with potential owners.

Implemented smart automation to adjust caps responsively, based on individual client volume needs.



1995

Founded

Founded by author Mary E, Tomzack, FranchiseHelp has been a fixture in the Franchise industry for 25 years.

BeTheBoss

Partnered with BeTheBoss to power their lead generation platform.

Cap Optimization

Mobile First

Updated website with improved functionality and mobile first design.

SMS Marketing

Launched text marketing as a new way to engage users, and as a result, created FranFunnel.

Entrepreneur Media

Partnered with Entrepreneur to implement updated lead generation technology.



2018

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