

How this agency team achieved **100% client retention** with Vendasta

- 📍 New Jersey-based First Gen Marketing was founded in 2021
- 🏢 Digital marketing and multi-media production company
- 🎯 Focus on serving home service-based businesses, lawyers, and healthcare professionals

Business goals

- ✅ Grow at scale with an expert fulfillment team
- ✅ Access tools, technology, and marketing collateral for accelerated success
- ✅ Expand digital solution offerings to better support clients



Vendasta has everything your agency needs to grow your product offering and scale your business.



\$244K

Gross annual
revenue

Increase revenue by delivering with a team of experts to fulfill under your brand.



100%

Account retention

Keep clients with the right mix of tools and technology to achieve transparent communication.



16

Total paying
accounts

Impress clients with a custom-branded dashboard and proof-of-performance reporting.

Best-selling products:



Website Pro



Listing Sync Pro



Alpha SEO



CalendarHero

Scale your agency with the support of Vendasta's expert team



"Vendasta has made this process a lot easier than it would be somewhere else. In the beginning, it can be a little intimidating looking at Marketplace and trying to figure out what to do, but with the support and the help that's offered, it makes things really simple."



Rich Burner

Co-founder and CEO, First Gen Marketing

