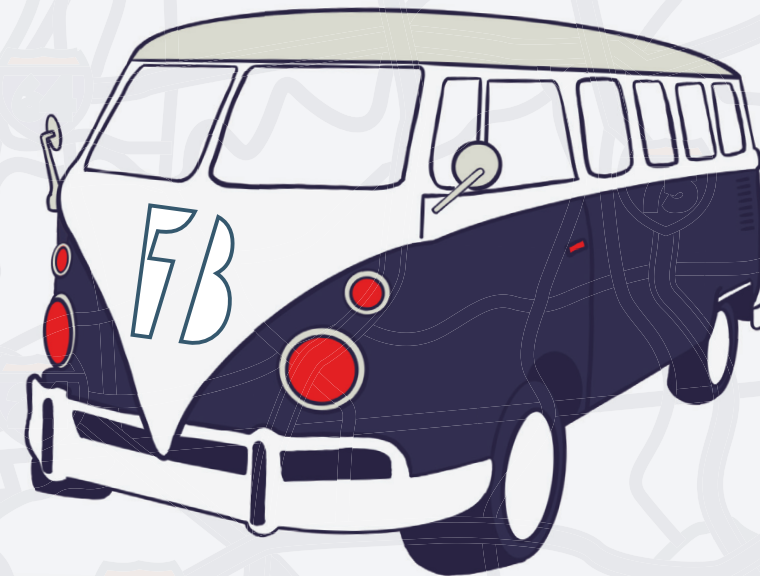




Inside BrandONE with **DAVE** **SCHAEFERS** CRUISING TOWARD **A DREAM**



Having spent roughly three decades as a brand president and chief development officer for the nation's largest automotive franchise group, Dave Schaefer has racked up tons of experiential mileage. Today, the BrandONE partner and VW enthusiast sticks to the route that led him to success. While Dave's learned to shift gears to meet the road ahead, he's stayed true to a few core character traits: transparency, loyalty, honesty and determination. For Dave, these are more than sentiment. They define him and the paths he's covered throughout his stellar ride in the franchise world.

Dave has worked just about every level of franchising, from small B2B outfits to mega brands with nearly 1,000 units. At BrandONE, he shares his wisdom – and a lot of common ground – with colleagues he's known for more than two decades.

"It's nice to be at a place in your life where you can choose a professional environment where everyone holds the same work ethic," he says. "Beyond that, these are people you want to hang out with."

For Dave, character defines everything. He had worked with several of the BrandONE partners in the past, and he knew them personally as close friends. So, when the team invited him to join, he jumped at

the opportunity to collaborate with individuals he absolutely cherished.

"There was never a consideration of going anywhere else," he recalls. "Each of these people has maintained a certain amount of loyalty and longevity in their roles. They've maintained relationships, built strong careers. They haven't burnt bridges along the way to their success."

Before buckling up with BrandONE, Dave's professional ambition led him to some amazing milestones. One such instance happened in 2006. Dave was flying out from California to North Carolina to meet with his soon-to-be mentor Ken

Walker, then-Chairman of Meineke Car Care Centers. At the time, Dave was VP of franchise development for Econo Lube & Tune, which ultimately would be acquired by Meineke.

In 2008, these brands would merge with others to form Driven Brands, now with 4,100 centers across 15 countries.

"Ken exposed me to a whole different paradigm through IFA (International Franchising Association) networking," Dave recalls. "This is where I really learned about mergers and acquisitions."

Today, Dave uses this knowledge to steer his B1 Brands. As for the team as a whole, he views their collective credibility as the reason for

BrandONE's unwavering climb to the top, regardless of an up or down market. When many industries have struggled in the past due to a tumultuous economy, Dave notes that B1 has thrived. He explains that the team understands how to find the silver lining, because that's just how they're wired.

"Particularly in a down economy, there's a talent pool of investors and corporate refugees," he says. "We know what it takes to seek out those new opportunities, no matter the challenges in front of us." It's this intuition – this combined experience – that energizes Dave. He points to the team's determination to not merely sell, but to IMPROVE the franchises they represent. It keeps him motivated day-in,

day-out and serves as a total differentiator. With passion, he explains that BrandONE is not an FSO (Franchise Sales Organization).

"We're a franchise growth organization," Dave says. "Collectively, we bring decades of experience with operations of all sizes. We're bringing five board members to the table. I've worked with \$4B companies – sitting in meetings for operations, marketing, technology, best practices, and staffing. This is a huge benefit to be able to bring this level of expertise to smaller brands."

Throughout his franchise development journey, this passion to steer emerging businesses to triumph has

been a recurring theme. In fact, Dave's earned a reputation as a mentor, and with that, he's received awards for his leadership. Sit down with him, and he'll tell you that he's very honored by these accolades. However, you'll quickly learn he feels even more pride in watching other individuals win.

"It's personally rewarding to see people trade out their corporate career and invest in a franchise, a business of their own," Dave says. It's a big gamble to make that jump. It takes a lot of courage. And it's really exciting to see people succeed beyond their wildest dreams."