

Inside BrandONE with

JASON BARCLAY

RIDING THE WAVE OF FRANCHISE SUCCESS



Jason Barclay grew up on 110-acres in rural Pennsylvania. There, his parents – third generation farmers – instilled the hard work ethic he considers his touchstone. These days, Jason’s traded out turf for surf, spending much of his leisure time wakeboarding on the lake near his Charlotte, N.C. home. Still, it’s that “Get The Job Done Right” attitude learned in his early years that keeps him catching air today in life and in business.

In his early 20s, Jason found this same reverence for grit determination in Ken Walker, long-time Chairman and CEO of *Driven Brands, Inc.* – parent company of *Meineke Car Care Centers*.

At the time, Jason served as an internal auditor for Meineke. He had no idea that Walker would become his life-long mentor, or that he would grow a similar passion for franchise development.

“Till that point, I’d never set foot on a plane,” Jason recalls. “But before I knew it, I was crisscrossing the country, traveling constantly to audit *Meineke* franchise operations.”

Jason quickly absorbed his mentor’s emphasis on building a strong company culture. “It was always more about how Ken handled people and conflicts,” he notes.

Still, Jason balked when Walker first offered him the opportunity to move into franchise development. “I just felt too young and too honest for the field,” he says with a laugh.

But the lesson Walker instilled – insight Jason applies daily in his role at *BrandONE* – is that truthfulness, integrity and hard work are essential elements to building a successful franchise organization.

“It’s so much more than sales,” Jason explains. *“With BrandONE, we’re always going to give people honest, down-to-earth answers. It’s primarily about developing a partnership...a long-term relationship, and this sets us apart from FSOs (franchise sales organizations).”*

For Jason, there’s nothing like the amazing ride achieved when both the franchisor and the franchisee hit new accomplishments together. *“The two have to be linked,”* he says. *“They have to grow as one.”*

This is always top of mind for Jason when he sits down to

counsel a client. He dives deep into each aspect of the franchise – learning their philosophies, offerings, systems, people, and market strengths. He treads into the waters of their past experiences, helping them scan the horizon for the best future vision.

“I ask myself, ‘What would I do if it were my business?’” he says. *“Because that’s the answer I’m going to give them.”*

This empathetic way of thinking comes with the turf he has covered over the course of 20-plus years in the industry. With an extensive knowledge of real estate, construction, operations, and finance, he helped propel

15 national brands in that time. And still, with all that experience under his belt, it only took a single instance to largely shape his development style. Circling back to his days with Meineke, Jason recalls the aha moment when he discovered being a good human and being successful in business were not mutually exclusive.

With his accountant’s mindset at the forefront, Jason got into a conversation with a multi-unit franchisee for the car repair behemoth. The discussion about numbers eventually turned to waterskiing, one of Jason’s favorite water sports.

“He had just moved to Charlotte,” Jason recalls. *“So, I invited the guy to come out to my dock and ski.”*

That day, Jason gained a friend as well as a fresh perspective: The very thing we’re all striving for in business – growth and accolades – leans heavily on the authentic relationships of all involved.

Today at *BrandONE*, Jason deploys a transparent, process-driven approach to helping others achieve prosperity and freedom. Since starting with the team some four years ago, he’s combined his mastery of franchise finance with his uncanny ability to discern viable brands.



For Jason, reading the tea leaves comes down to studying the numbers and market differentiation. He cites unit-level economics and unique selling points as key criteria for franchise success. He also turns a critical eye toward choosing the right owners.

“We don’t sell people a career change,” he says. *“If the brand is truly legitimate, if potential owners are bringing the appropriate skill set, work ethic, and equity, then all the pieces of the puzzle come together exactly like they should.”*