



Inside BrandONE with

JEFF BIEN

TEEING UP AN EXPLOSIVE FRANCHISE DRIVE

On the course of franchise development, success often depends on a strong long game. BrandONE team member, Jeff Bien, has perfected his distance and accuracy over nearly two decades in the industry.

As an avid golfer and B1's VP of Franchise Development, Jeff knows winning on the greens -- as well as in business -- requires a calculated, powerful push from the start. It also helps to have spent time refining techniques and learning the landscape ahead, which he certainly has done.

Jeff entered the franchise world some 20 years ago. He launched his career, specializing in operations for Aamco Transmissions. Living in Austin Texas, Jeff oversaw the Mid-Atlantic and Southwest regions for the automotive repair juggernaut.

Eventually, he accepted a position with CertaPro Painters, also on the operations side. However, after a little time, they offered him a role in franchise development.

"I absolutely loved it," Jeff recalls. "There's just something about working with someone who is looking to make a huge, life-altering decision, and being able to help walk them through it. Being there with them throughout the process. It's great."

Jeff would ultimately meet and connect with BrandONE partner, Peter Barkman, who has worked for CertaPros previously. The two stayed close friends after Pete raised the sails for other entrepreneurial journeys. "Franchising is not a massive world," Jeff says. "I kept in touch with Pete the whole time as he moved onto BrandONE. I was just excited about some of the things they were doing. I had tremendous respect for all the folks on the team."

Today, Jeff and his wife Emily are raising four kids -- 2 boys, 2 girls. He joins the B1 club with a wide-open fairway of possibilities in front of him. He said aside from the amazing backgrounds of those driving the mission, he admires B1's collective commitment to "doing the right thing" when it comes to growing franchises.

"You have to be ethical and be able to say that you feel like this thing has some runway," Jeff notes. "Leaving a legacy is important, and we're pulling people away from other responsibilities at a very important time in their lives. There's a responsibility to the franchise to do it the right way. If a brand is not in a position where it can support those franchisees, then we're not helping anyone."

As for knowing the distance to the ROI pin and anticipating obstacles along the way, Jeff's a big believer in surrounding future franchisees with a team of pros. He holds a very specific philosophy on matching the ideal franchise candidate with the most promising opportunity.

"Educate them, but also put them in a place where they can go talk to other franchisees and the franchisor themselves," he says. "Let them absorb the culture. Let them absorb the conversations. Let's make sure we're putting them in touch with the people that live it day-in, day-out. They're going to understand if it's a fit... they're either going to feel it in their gut or they won't."

