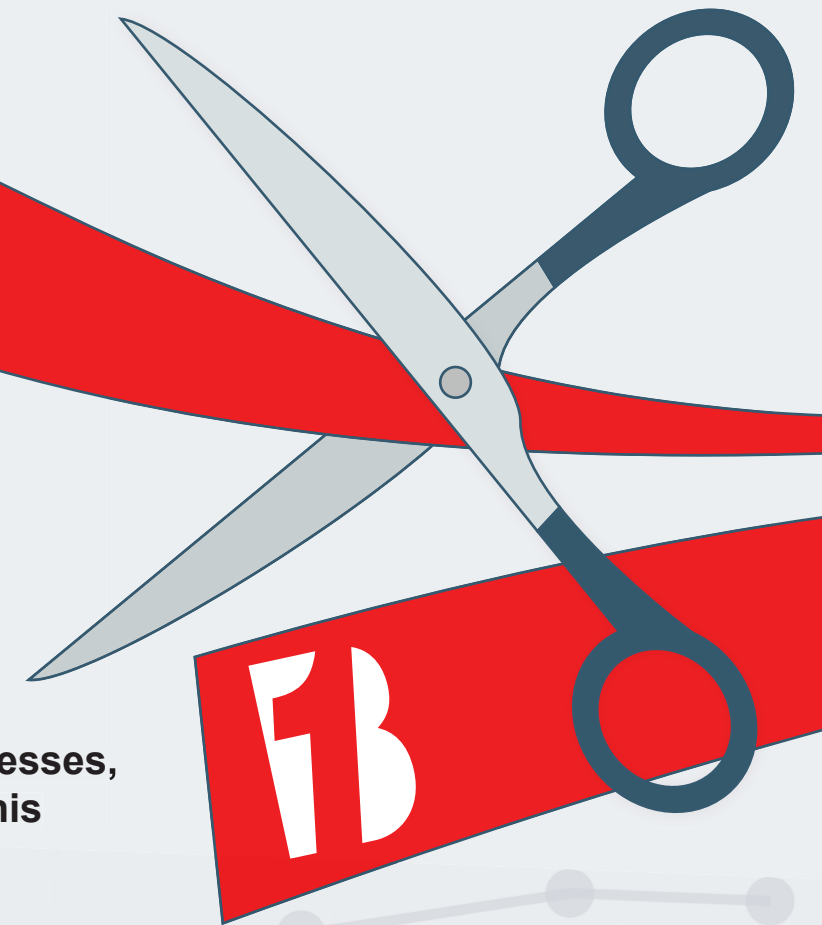


Inside BrandONE with **KURT LANDWEHR** OPENING UP THE FUTURE



Kurt Landwehr has successfully built and launched hundreds of businesses, BrandONE being the ace on his list of thriving concepts. Still with all this experience, at 26 years old, he didn't know the difference between a franchisee and a franchisor.

"I was completely green," he recalls. "But, I had the good fortune to meet someone who believed in me, trained me, and molded me into the successful professional I would ultimately become."

Kurt is talking about Jeff Elgin, then VP of Sales Development for a hair care industry franchise. Elgin recruited Kurt some 25 years ago. Under his mentorship, Kurt helped grow the groundbreaking hair salon brand to 2,000 storefronts throughout North America.

"I was the benefactor of an extraordinary mentor," Kurt says. "Now, I'm paying it forward."

As BrandONE's founder, Kurt spends most days helping

expand the group's vision. It seems he's always working to reinforce the model of excellence he's built. Still, after a quarter-century in franchise development, he knows it takes an entire team to power big movement.

"Nobody does this on their own," he insists.

So, when Kurt reorganized BrandONE in 2017, he set out to surround himself with other seasoned experts in the industry. He made certain none of the incoming partners were newbies to the business growth scene.

"Combined, we bring over 100 years of industry experience to the table," Kurt proudly

says. "That's one important factor that really sets us apart from our competition."

The BrandONE Difference While experience is intrinsic to his team's success, Kurt also points to BrandONE's ability to discern and build enterprise value for the franchises they represent.

"We're bringing a wealth of knowledge across the board – in operations, market penetration, grand opening marketing, etc." he notes. "We're providing much more in the way of a strategic growth plan than our competitors." The same goes for choosing perspective franchisees.

"Effective development isn't

sales," Kurt explains. "It's education, relationship building, and knowing when to say no."

While franchise ownership offers big rewards, not everyone is cut out to take the helm. In Kurt's experience, finding the ideal candidate is a constant whittling down process.

"Many are called, few are chosen," he quips, adding that BrandONE has developed an ideal candidate profile that screens for important attributes. "Owning a business is hard. It's our job to find people who are the right fit and bring the right skillset."

Other Side of the Equation Kurt emphasizes the importance of landing the best

candidates for the franchise opportunities at hand. However, BrandONE's comprehensive vetting approach does not stop there. Kurt and his team also weigh out the brands they choose to take on. Rarely do they base their decision on the products or services being sold. Rather, BrandONE examines the characteristics and attributes of the business. They focus on questions like,

Is it recession-resistant? Does it provide semi-absentee ownership? Does the business lend itself to multiple units?

"At BrandONE, we're less focused on the widget and much more focused on what the business will do for the

owner," Kurt says. He adds that his team strives early on to connect the dots between the candidate's goals and expectations. "For this reason, it's not unusual for BrandONE team members to spend four to six weeks, and sometimes even longer, to walk franchisees through the education process."

An entrepreneurial craftsman, Kurt's built BrandONE to thrive. Like the franchises he's helped develop throughout his career, B1's foundation stands strong on principle and team.