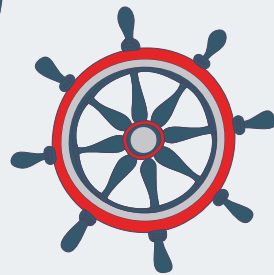




Inside **BrandONE** with **CHARTING THE WAY** **PETER BARKMAN**

BrandONE Partner Peter Barkman spent his life plotting the best courses forward. As a sailing enthusiast, he's always embraced the idea of navigating even the most unpredictable waters with intuition, logic and purpose.



For him, a successful voyage comes down to the right vessel and understanding how to leverage the winds to power ahead. The same goes for his approach to steering franchises to new destinations.

Of course, if you come aboard with Peter, you'll quickly see his stories from the helm rarely involve tales of nautical adventures. Instead, his compass in life points directly to family.

Both of his daughters, an internationally acclaimed prima ballerina and a scholar in musical theater at Boston Conservatory, are the epitome of Pete's character to travel far in life.

"I've raised two assertive, fiercely independent daughters," Pete says. "They're amazing young women."

Together, he and his wife – college sweethearts – created a loving foundation to nurture a family

without limits. This comes through loud and clear the minute you meet Pete.

He's brimming with pride, not just because he's elated by his daughters' individual successes, but because he knows the hard work, dedication, and passion it takes to reach that level.

As a twenty-year-old college student, Pete managed a CollegePro Painter location. He put his nose to the grindstone and quickly rose to the top of his organization. When Pete graduated, Charlie Chase – then a division VP for the brand – recruited him to work on the franchise operations side.

Ultimately, Charlie started CertaPro and again tapped Pete for growth support. There, he helped evolve the company from a \$50 million operation to an over \$400 million powerhouse.

During this phenomenal push, Pete really fine-tuned his skills in building business.

"You don't learn about franchising in school," he says. "You learn about it from mentors. That's Charlie Chase, the guy who recruited me. Today, he's CEO of First Service Brands. He's incoming chairman of IFA, he represents the interests of franchises around the globe, and he's still my mentor."

That's always been Pete's approach on the course to opportunity: Surround yourself with deep friendships, invite them into your journey, and learn from every conversation. That's truly the metaphorical wind beneath his sails.

It's a mindset that's led him to bond with some of the industry's greatest visionaries. This includes Rich Wilson – CEO of Paul Davis, a division of the \$1.7 billion Service Brands – who also serves as one of his guides.

Along the way, Pete's harnessed insights from these mentors, as well as his own experience, to navigate new entrepreneurial waterways. At one point, he even sold two internet start-ups, the

second which was purchased by Monster.com. Pete recalls that he had no tech experience himself, but he did have a high school buddy who was a computer genius and another friend who graduated from The Wharton School. Together, they partnered to create a platform called Online Scouting Network. Pete describes the site as an online dating service for college coaches seeking athletes.

"This was the 1990s," he says. "We were so early on the Internet scene, we actually got the URL 'OSN' without having to fight for it."

That brings us to Pete's viewpoint today. Forever moving forward on the waters of life, he found his way to BrandONE in the early years of the organization. He was instrumental in shaping our core values of competence, commitment, and integrity. He also helped craft the BrandONE mission statement:

To enhance the lives of franchisors and their franchise owners with businesses that make the world a better place. Pete's certainly gathered plenty of lessons as he's travelled the business world, but one serves as his guiding star.

A franchise's chance for long term prosperity is only as good as the strength of its family system.

"To achieve success, you have to have a lot of franchisees doing well," he says. "For this, you have to have better franchises. That's the magic of BrandONE. We're able to attract better brands and better candidates that align with our mission, vision, and values."

After 34 years in the industry, Pete is convinced of another simple formula. "We have to like, trust, and respect the brands we take on," he said of BrandONE. "We're very particular. Brands should be sustainable. They should stand on a strong foundation. We look for brands that won't be disrupted by technology and those that really give meaning to franchisees."

As for his crew of partners at BrandONE, it helps to be surrounded by knowledge and personality as

diverse as the franchises each represents.

"We're all very different, but we all have deep experience in franchising," Pete says. "Most important, we share the same values. We truly have mutual respect for one another and enjoy working together."

If you chart your franchise voyage with Pete, you'll hear of his past business experiences and see firsthand his incredible development intuition. He'll likely share anecdotes about his family, as well as the fatherly lessons he's learned from each moment. Before long, you'll make the connection between the meaningful stories he tells and the BrandONE partner in front of you. They not only define him, but also inspire everyone on board to strive for smooth sailing.

