

**Take Flight with
Your Franchise**

POWERED
BY **BrandONE**

Suit Up with A Crew that Knows



Growing a franchise is much like being onboard a rocket launch. You're sitting in an isolated flight deck, your entire life riding on the success of this single mission. Suddenly, a spark ignites a rush of flames, and you feel the boosted momentum give rise. One territory. Two territories. Three territories...

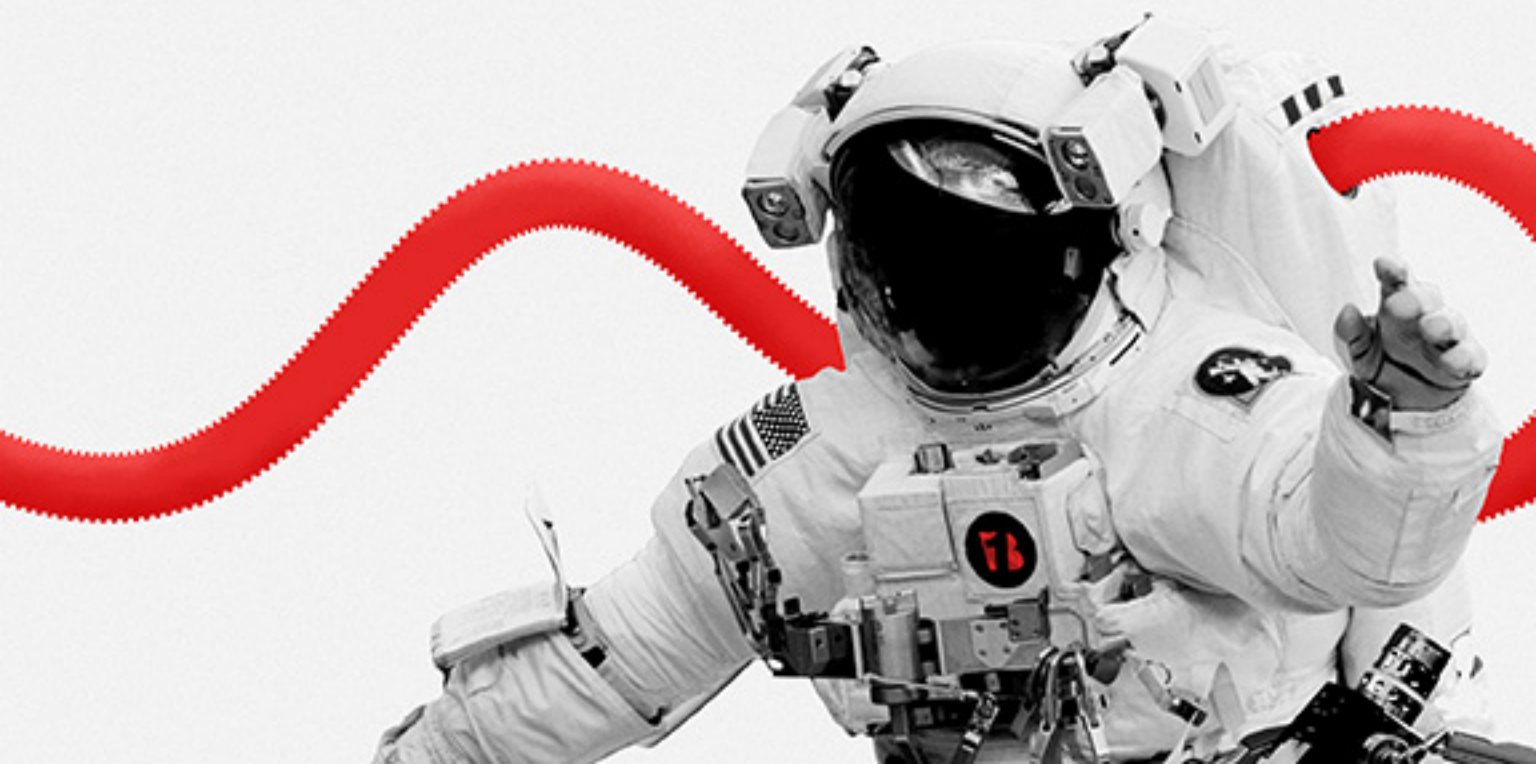
In this liftoff moment, everything around you is shaking. The power of opportunity vibrates you to your core, and before you know it, you begin to reach new levels of atmosphere.

It's impossible to ignore the chaos. There's equipment making strange noises, parts of the rocket shudder, and it feels as if the whole thing could fall apart under the surge of activity.

If you haven't hopped aboard a journey like this before, it's loud, intimidating and unpredictable. This we guarantee! Knowing what to anticipate is the difference between success and failure.

Enter BrandONE. Our team has been to the franchising moon many times, and we are ready to be by your side on this venture. We know how to navigate the course, oversee the systems, forecast challenges, and steer you on the right trajectory. Even more, we understand exactly what needs to take place for prosperity once you've arrived. We are the fuel to your launch.

We are BrandONE, and we're ready to map your flight plan to franchise excellence.



Going Further than Ever Before



There's a point in business when you must ask: Keep on keeping on, OR skyrocket this concept to a whole new elevation? You have a choice, and there's nothing wrong with staying close to the life you know. However, if you're ready to push the possibilities of smart growth, we invite you to step into the BrandONE experience.

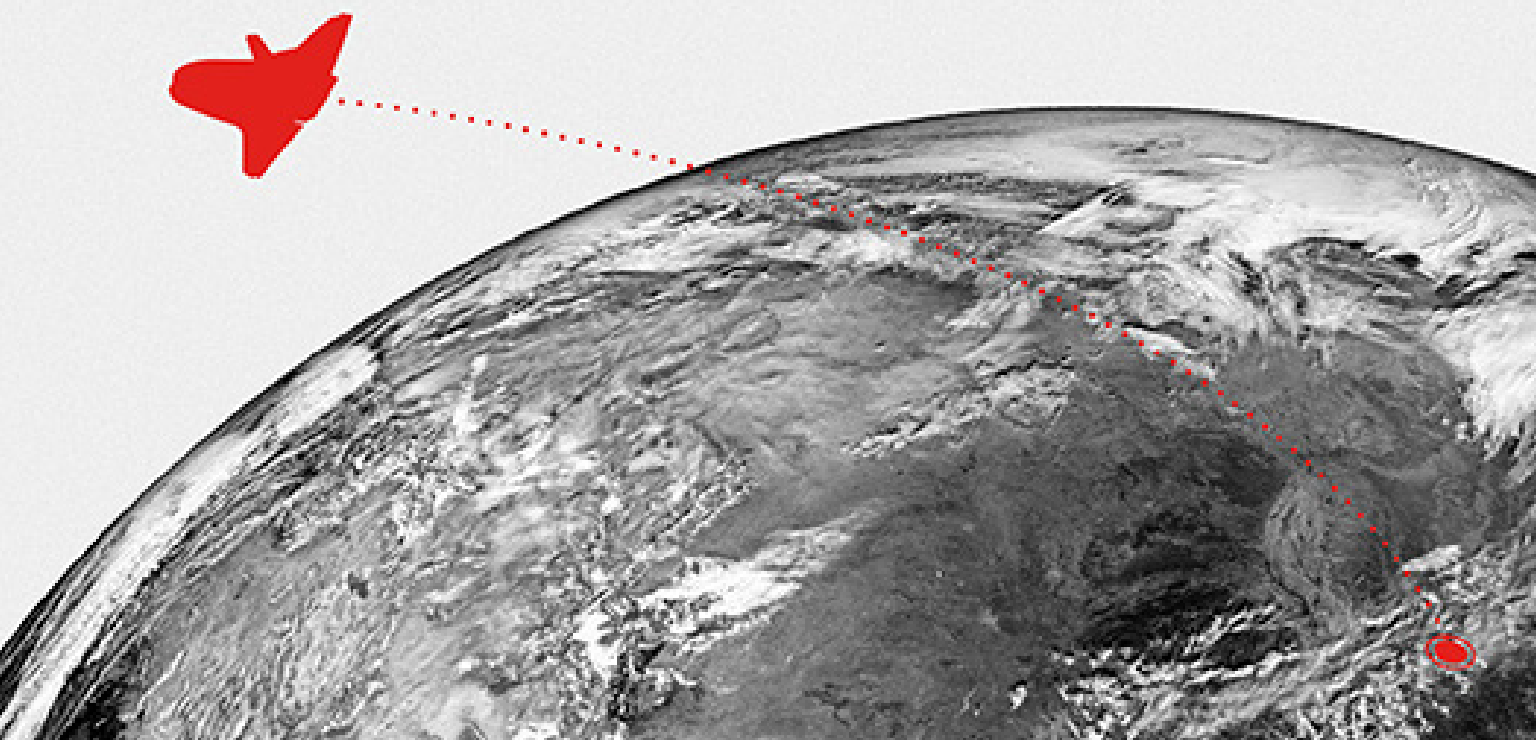
Smart growth is grounded on a customized strategy to find only the candidates that fit your ideal profile when evaluating experience, objectives, culture, behavior style and financial capabilities. Smart growth is educating candidates so their expectations match reality when they become your franchisees. But more importantly, smart growth is saying "no" to the wrong candidate, which is often the hardest part.

It's an immersive process, one steered by 200-plus years of franchise development know-how

and a team that values brands with purpose. Our approach will challenge the status quo of your day-to-day, force you to reimagine your success, and fuel you to once unreachable destinations.

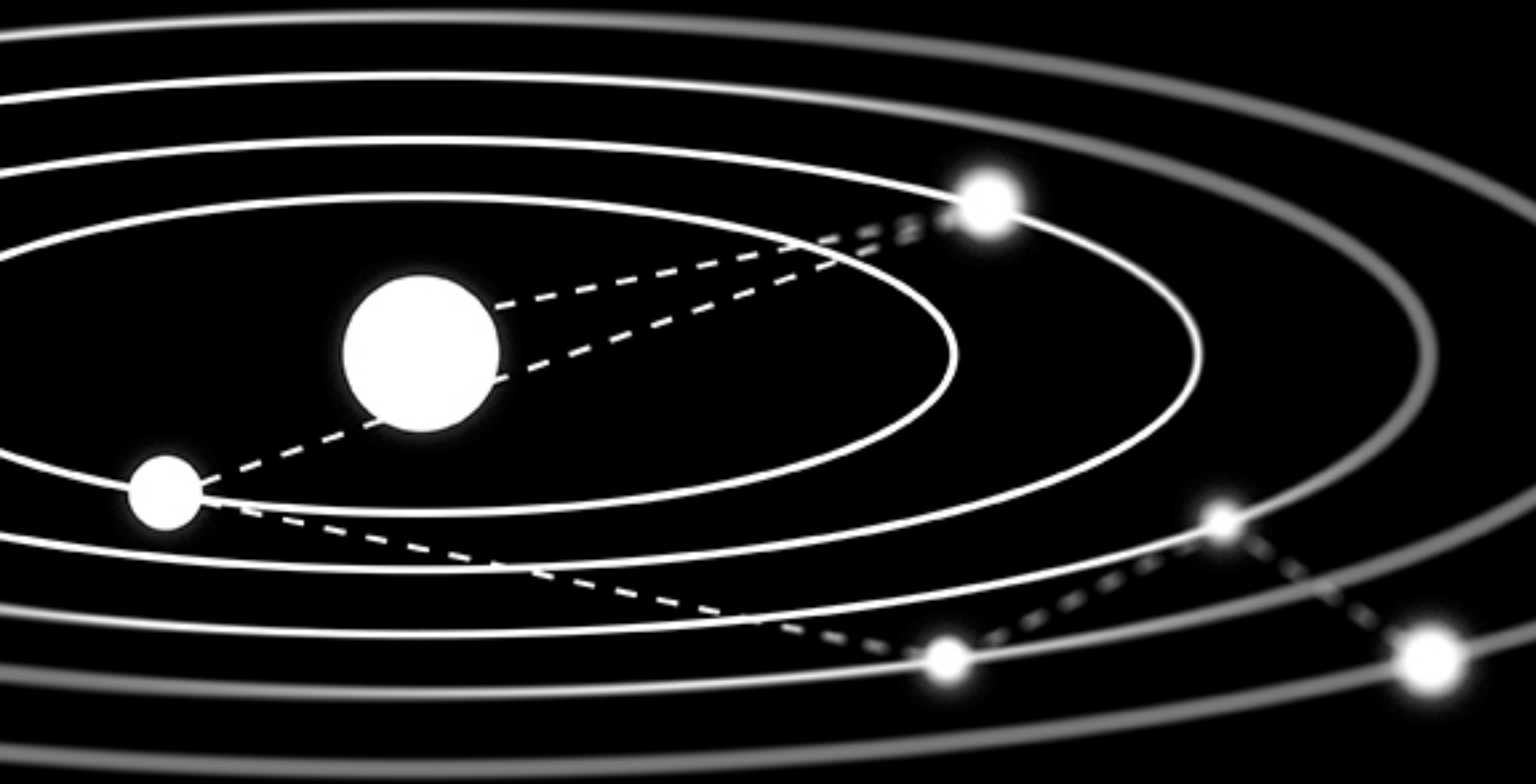
Full disclosure, BrandONE doesn't work with just any business that wants to go the distance. We select our brand partners based on a distinct blend of potential, sustainability, company culture, and authenticity. We gravitate toward franchise models that stand for something greater and want to show the world a better way.

It's these characteristics that throttle us skyward on each development journey. No clunky equipment or ego-driven missions here. Just clear destinations, unparalleled skillsets, a passion for discovery and some navigational intuition.



Know The Course

BrandONE understands the many variables that can effect a mission to take a franchise to greater heights. Setting destination coordinates represents just the beginning. You also must calculate a precise track, define windows of opportunity to breakthrough, and meticulously monitor movement. Our team accomplishes maximum results by pouring energy into three primary areas.



Stages of Acceleration

Vendor Relations

It's not enough to simply bring "fresh recruits" aboard a franchise. The business model must be able to carry the weight and uphold its integrity to sustain the mission. At BrandONE, we've spent decades cultivating relationships across the franchise industry. In return, we provide our brands access to the expertise they need to refine their operations and infrastructure. This way, when the franchise award process expands, they're ready to support the influx of new franchisees and continue to grow.

Franchise Recruitment

We speed up growth for emerging franchises by matching them with high-quality candidates. To assure that the best prospective franchisees gravitate toward our brands, we educate them on every facet of the opportunity. Learning these details, candi-

dates are more confident about their choice when they decide to move forward. At the same time, better aligned candidates means stronger franchisees long term and ultimately more revenue from a royalty respective. In other words: Our brands land franchisees who perfectly fit with their vision, values and business model. Everyone on board wins.

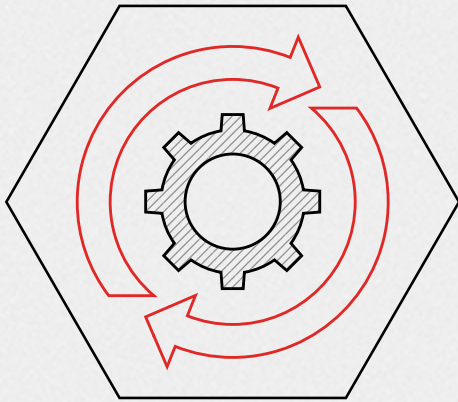
Growth Strategy

All brands believe they have a robust system to support rapid growth. And in the moment, this is usually the case. However, BrandONE has embarked on many similar pursuits to hit the next-level. Therefore, we leverage our industry experience and connections to help our brands forecast the best path forward. Charting a future-facing strategy, we'll help you optimize your efforts and reach growth goals more quickly than you ever imagined.

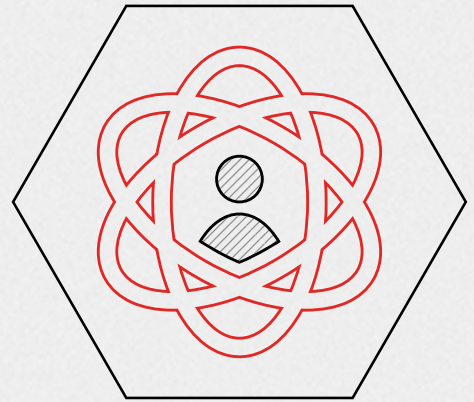


Flight Checklist

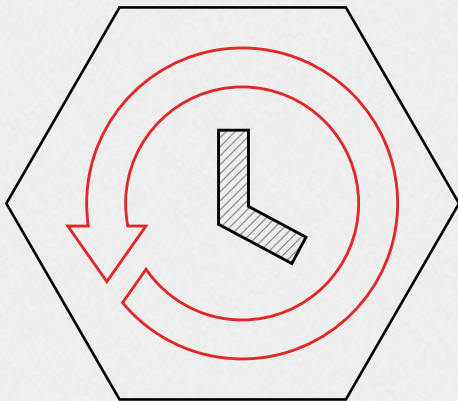
You'll quickly see firsthand, BrandONE leaves nothing to chance when it comes to fueling franchises for long haul results. We're here to drive your vision. We absorb every detail about your business, so when we invite others along for the ride, they feel absolutely committed to the mission. Your BrandONE team first educates ourselves – then your candidates – on your:



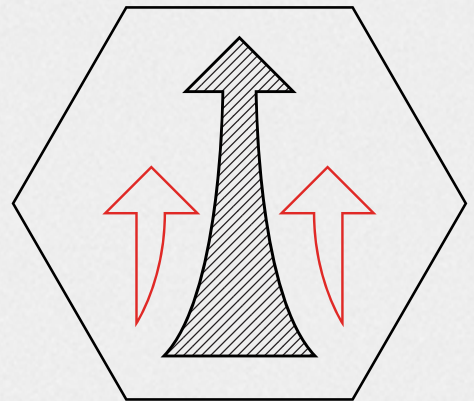
OPERATIONAL STRUCTURE



CORE VALUES



HISTORY



GROWTH PLANS

Who We Are



We are not just an outsourced vendor; we are an extension of your team. Candidates in our recruitment process can't differentiate between us and you because we care.

"The Brand ONE team is as good as it gets in franchise development. After fiddling around with different recruitment solutions for years, we finally had the opportunity to work with this all-star team. We grew 400% in less than one year after that, selling out almost the entire country. It has been an unbelievable experience. They operate with diligence, integrity, they are extremely experienced, and results oriented. They are great people, and just so good at what they do, it's a pleasure to watch and work with them. They are not just some outsourced vendor. I have truly considered them an extension of our team. Often, candidates in our recruitment process can't even differentiate between Junkluggers and BrandONE because the B1 folks really take the time to build relationships within our network and to understand our business. Congratulations if you are lucky enough to have the opportunity to work with BrandONE."

—

Josh Cohen, Founder and CEO of Junkluggers

A big point of differentiation at BrandONE is our people. We collectively have over 200 years of franchise experience helping emerging brands become national powerhouses. This is important because we have seen thousands of things go wrong and we know how to course correct before your brand and spirals out of control. We know how to reposition a Franchise Disclosure Document, or adjust if franchise validation gets rocky,

or adjust process "pace and timing" to peak on decision day, or which vendors should be used to fill-in gaps with the support system. This only comes after doing tens-of-thousands of deals over a 200-year span. Heck, we've been working with franchise consultants and brokers since leads came over fax machines and the primary source of candidates was trade shows and Wall Street Journal ads!





Kurt Landwehr, Partner and Founder

A franchise development veteran, Kurt started BrandONE to use all the intuition and experience he has gained over the years to help emerging franchise brands grow sustainably. He recognized a need in the marketplace where emerging franchisors lacked the expertise in franchise development to grow their brands. Kurt went on to state that “most emerging franchisors never reach their full potential, not because the business model isn’t sound, but because they do not know how to scale the business and recruit high quality franchisees.” Kurt (and the rest of the BrandONE team) follow a logical process to accelerate growth. He knows that effective franchise recruitment is not sales, it’s education, relationship building, following a process, paying attention to candidate behavior, and knowing when to say no (as well as yes).

You read that right! When to say no to a prospective franchisee, he is relying on his 20+ years of industry experience and intuition having built some of the largest brands in the beauty and fitness industries. Kurt knows not everyone is right for the businesses BrandONE represents, and his primary focus is on finding candidates that have the: skills, values, and behaviors that will drive success in the business. This discipline approach to franchise recruitment is something that permeates the BrandONE team.

Kurt lives in Maple Grove, MN, with his wife of 25 years, and has two college age children, and their 6-year-old Havanese named Oliver.



Dave Schaefer, Partner and Chief Development Officer

Dave has been in the franchising world for nearly 30 years. He started his career as an entry level employee for a nationally-known automotive repair company. Within five years, Dave became the largest franchisee within their system, responsible for 12 stores in two states.

Eventually, the company was acquired by a large private equity firm. At the time, Dave was asked to come on as president of the automotive operation. He was ultimately named chief development officer for Driven Brands, the parent company of the nation's largest automotive franchise group. There, he successfully assisted in implementing their growth initiative. In turn, Dave was asked by the same private equity group to help lead Neighborly, the nation's largest service brands franchise conglomerate.

Today, Dave is married to his high school sweetheart. Together they have three beautiful children, all in college. They reside in Jupiter Florida, where they enjoy the outdoors and all that nature provides.



Jason Barclay, Partner and Chief Financial Officer

Jason is the consummate franchise development professional. Having worked with a diverse group of franchisors in a variety of industries, he's learned the secret to successful development comes down to one thing: a desire to connect the right people with the right brands. He's been accomplishing that exact outcome for more than 15 years, but his experience goes far beyond the sale.

Jason got his start on the numbers side of the industry, working in the audit and accounting departments with Meineke Car Care Centers. This role led to his mastery of franchise finance, which has been instrumental in assisting multiple private equity companies with successful rollovers and recapitalizations. Far beyond financials, Jason's knowledge now spans every facet of the franchise industry – from real estate and construction all the way to acquisitions. Whether its assessing what concepts will succeed and where, to identifying complementary concepts for partnerships, Jason has quite literally done it all.

When he actually does take a break, Jason enjoys life on the lake in Charlotte, N.C. with his wife and young son, Luke.



Peter Barkman, Partner and Chief Growth Officer

A natural-born leader, Peter Barkman has been in the franchise industry since college. While his peers were pledging fraternities and working unpaid internships, Peter became a franchisee. At the tender age of 20, he managed a College Pro Painter franchise location, which included 18 employees. When he graduated, his mentor invited him to join the College Pro corporate team to help grow the brand in the U.S. Peter never looked back.

Ultimately, this opportunity was his springboard into the world of franchise development. Peter's taken several brands from regional companies to national industry leaders. For example, he was integral to CertaPro's growth from \$50 million to over \$400 million. He's also won several industry awards, including the Star Award (2012 and 2014) and the 2014 Franchisees' Choice Award. Needless to say, he's learned a thing or two about the best approach to franchise development.

Peter lives in Richboro, PA with his family and has a Yorkshire poodle named Abby.



Michael Mudd, Partner and Chief Executive Officer

When it comes to franchise development, Michael's accomplishments speak for themselves. After launching his franchise development career at Relax the Back, Michael earned his first major successes with Menchie's Frozen Yogurt. In just seven years, he grew the brand from a 23-location chain to a nationally-recognized brand with over 550 locations. He secured partnerships with Universal Studios, domestic multi-unit franchisees and international master franchisees, including one in the Republic of China that enabled the brand to realize hundreds of locations in a brand-new market. Results like this have helped him win three Commitment to Excellence Awards along with countless top producer awards from the top franchise consultant networks.

The secret to Michael's success is his commitment to clear, open communication with candidates and his unusual ability to consistently tell a compelling brand story with conversations, technology and validation systems. He asks countless questions to develop a comprehensive understanding of candidates' strengths, weaknesses and objectives. Michael's pet peeve is that people aren't present. As a result, he's always focused on the person in front of him, whether in-person or on the phone. He doesn't drive, text, or email while he talks to candidates. This means that Michael learns more about candidates than the competition and builds better, longer-lasting relationships with them.

Michael lives in San Clemente, CA with his wife and daughter. He has two dogs, Bliss, a King Charles, and Tana, a Goldendoodle.



Jeff Bien, VP of Franchise Development

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 engine 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. Jeff would ultimately meet and connect with BrandONE partner, Peter Barkman, who also worked for CertaPros at the time. The two stayed close friends after Pete raised the sails for other entrepreneurial journeys.

Today, Jeff and his wife Emily are raising four kids -- 2 boys, 2 girls. He feels 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.

As for knowing the distance to franchise victory 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 and put them in a position to talk to other franchisees, as well as the franchisors themselves.



Mike Welch, VP of Franchise Development

Mike Welch – or as we call him around here, Welchy – serves as VP of Franchise Development for BrandONE. A former franchise owner himself, Mike carries the important responsibility of matching ideal candidates with brands that will forever change their lives. That’s his mission in a snapshot, but not merely reflective of the deep passion that drives him to empower others.

To discover that part of his character, you’d have to start with Mike’s devotion to family. He describes his wife, Shari, with a single, unwavering sentiment, “She’s the absolute love of my life.” Shari works with deaf and deaf/blind children in their community. According to Mike, “If you don’t know her, you don’t really know me.”

Together, the power couple are raising a close-knit family of four kids – Payton (12), Addi (14), Mason (17) and Tristan (20). Mike’s clear about the unparalleled joy he’s discovered through fatherhood. Between attending dance recitals, football games, track meets, basketball showdowns and baseball matchups, he’s perfected the #1 Dad role over the years!



Angie Shaw, VP of Franchise Development

Angie holds an intimate knowledge of the candidate journey into franchise ownership, mainly because she's been there herself. She worked 18 years in the fashion industry before transitioning from corporate superstar to entrepreneur franchise owner. After spending nearly a decade as a franchise owner with The Entrepreneur's Source, Angie transitioned again. This time, she ventured into franchise development. In this role, she worked with brands like Menchie's and MidiCi Pizza, bringing on over 120 new franchisees.

Angie empathetically leverages her background to guide candidates on the must-knows of considering franchise options. To do this, she thoroughly educates them about the brands at hand and the individual opportunities each presents. Angie also spends time getting to know candidates, drawing out the real reasons behind their interest in investing in a franchise. All of this information helps her make lasting and mutually-beneficial connections between brands and candidates.

Angie lives in New York with her family. She is a dedicated dog lover, currently in search of the perfect pooch.



Sarah Van Aken, VP of Franchise Development

Sarah's remarkable career runs the entrepreneurial gamut. Early on, Sarah launched the residential arm of a commercial real estate and development firm. She excelled in property, but eventually shifted her energy toward a completely different industry. She moved on to spearhead and nurture three successful fashion companies. During this run, she experienced wonderful growth, however the eternal developer, Sarah wanted something more.

She ultimately entered the greeting cards scene. Once there, she became an absolute force! Sarah collaborated with a former Hallmark CEO to build a \$135 million social expression business. Today with BrandONE, Sarah leverages her business knowledge and teacher's heart to lead others to the right franchise for them. Sarah – who's often called on to mentor women in business – subscribes to a pay it forward mindset. She most appreciates the opportunity to evolve brands and individuals who serve the greater good. And when it comes to recruiting high-quality candidates for the brands she represents? Well Sarah regularly shares one mantra: You don't have to go it alone.



Alexandria Warren, VP of Operations

Alexandria comes from a long line of franchise experience, spending more than a decade perfecting her skillset on the vendor, broker and franchisor sides of the fence. Alexandria's extensive background runs the gamut, from time in the broker world at the director level and the vendor side as head of sales, to managing relations at the franchisee level. In all of this, she has mastered the art of showcasing the unique – often hidden – elements that make a brand appealing to candidates.

On any given day at BrandONE, you might find her fleshing out best practices for a growing franchise concept. Possibly, she's finetuning details for a Discovery Day or rallying her B1 team for a meeting. Regardless of the occasion, one thing's certain – Alex will be front and center, making sure all aspects move in harmony.

Currently, she lives in Greenville, South Carolina with her husband Joshua and her young daughter Everleigh.



Lydia O'Leary, VP of Franchise Development

Lydia O'Leary naturally leans into adventure. An avid traveler, she's spent much of her career exploring fresh terrain – in life and business. As BrandONE's new Franchise Development Manager, she knows how to chart a map for the ultimate destination.

Lydia – who loves to guide franchises through all stages of growth – initially worked in the customer service industry. After graduating from St. Cloud State University with a degree in Public Relations, she felt determined to avoid a desk job in the corporate world.

Instead, she wanted a role that would keep her on the move, immersed in the community. She started out in door-to-door sales and recruitment training. During this time, she gained great insight, but aimed to expand her skills and broaden her horizons!

Lydia eventually moved on to join Best Life Brands, where she served as Director of Recruitment for CarePatrol Franchise Systems, LLC – one of the largest senior living placement services in the U.S.

One thing's certain: B1 is thrilled that Lydia's journey led her to our growing team. We can't wait to watch her leadership and management skills propel our amazing brand partners forward!



Ralph Yarusso, Franchise Development Manager

Take one look at the career of Ralph Yarusso, and you'll see a legacy of leadership woven into most every facet of franchise development. Now joining as VP of Franchise Development, he comes from nearly 30 years of expertise in the franchise industry, from front-line labor through the executive-management level. In fact, Ralph's a Certified Franchise Executive and a USAF Veteran, who's slated to chair the IFA VetFran Committee in 2022.

Ralph is a mastermind in operational excellence, specializing in building foundations for organic growth, franchise sales, brand acquisition and integration. In 2013, Ralph became the Chief Development and Operations Officer at Full Speed Automotive (formerly Grease Monkey Intl). In under a decade, he helped steer major initiatives for the megabrand, which is one of the nation's largest franchisors and operators of automotive aftermarket repair facilities.

Prior to his incredible push with Full Speed Automotive, Ralph served as the Regional Vice President and Chief Operations Officer for Meineke Car Care Centers, Inc. From 2010 to 2012, he was responsible for overseeing more than 500 franchise locations and eight operations managers. Ralph served as Chairman of their Franchise Advisory Council and earned Meineke honors in the "Million Dollar Club" as a top-grossing franchise in the system. He was even recognized by IFA as Franchisee of the Year. He even played the role of Senior Franchise Development Specialist for Driven Brands Inc. for a few years. There, he managed franchise sales, real estate procurement, FDD, as well as franchise and trademark agreements.



Olivia D'Andrea, Franchise Development Manager

Olivia D'Andrea is a natural when it comes to ascending to new, exciting viewpoints – both in her career and in life. Olivia's ready to hit the next level as BrandONE's Vice President of Administration and Compliance. Once she graduated college, the born explorer joined Driven Brands, a leading automotive franchise. There, she spent some eight years honing her skills in Human Resources, Franchise Development, Managing Audits, Compliance, and Business Administration.

She began specializing in Customer Relationship Management, as well as Process Management. In doing so, she discovered a deep passion for building more efficient teams. Using modern systems and techniques to pace performance, Olivia quickly became a leader among her colleagues. So much so, she ventured on to take her experience to several major franchisors, including Meineke Car Care Centers, MAACO, CARSTAR, 1-800 Radiator and Take 5 Oil Change.

BrandONE is thrilled that Olivia's professional compass led her to our crew. When she's not conquering operational mountains or belaying rock faces in her past time, you likely will find the N.C. native with her husband, Johnny, and their two children.

What It Takes to Ride with Us



B1 helps brands that possess character and competence, showing an absolute commitment to their long-term vision. These emerging franchises understand the value of working with broker networks. They are ready, willing and able to take flight! To ensure this is the case, we cover the following checklists when we vet a concept.

They Need:

- Strong Financial Performance Representation (Item 19)
- Solid Franchise Owner Validation
- Infrastructure to Handle Multi-Unit Opportunities
- A Willingness to Make the Investments Necessary to Grow
- Shared Common Values
- A Commitment to Responsible Growth
- A Franchisees-First Approach
- A Focus on Unit Economics
- A Determination to Constantly Improve the Offering

We Ask:

- Are they a mission driven business?
- Do they have a team that can work well together?
- Are they coachable? Do they have coaches or consultants in franchising?
- Can they lead?
- Can they follow? Can they learn?
- Are they able to collaborate with others?
- Can they listen?
- Are they goal oriented?
- Are they tenacious? They never quit?
- Are they aware of their strengths and weaknesses (introspection)?
- Are they able to organize themselves, people and projects?



The Launch Process: Stages of Liftoff



STAGE 1

Brand Evaluation – 30 to 45 days

- Intro call
- Data Review
- Brand Review With Partners
- Franchisee Validation Calls
- Deliverable: Proposal
- BrandONE Development Agreement Signed

STAGE 2

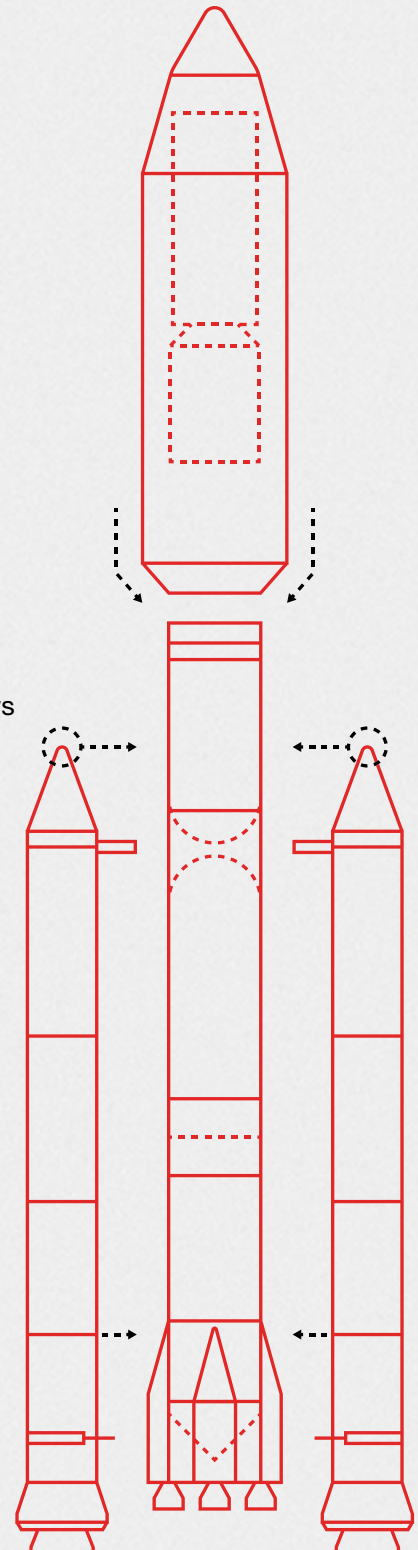
Brand Build – 30 to 45 days

- Deliverable: Development Manual
- Deliverable: FDD Recommendations
- Deliverable: Brand Overview Presentation, Video and PDF
- Deliverable: Franchise Support Modules
- Deliverable: Email and Text Templates, Campaigns and Workflows
- Deliverable: Two Minute Drill
- Deliverable: Franchise Broker Presentation

STAGE 3

Brand Launch – 2 weeks

- Franchise Application / Confidential Questionnaire
- Lead Generation Strategy
- Parse Contact Form to Development Portal
- Franchise Marketing Budget Allocation
- Schedule Franchise Broker Launch Calls
- Finalize Reporting Requirements
- Finalize Pipeline Review Meeting Schedule
- Finalize Discovery Day Communications
- Establish Franchise Candidate Approval Process
- Establish Franchise Agreement Request / Execution Process
- Finalize Welcome Call / Handoff Process



Testimonials



"I enjoy working with BrandONE and their brands because it means that I get to deal with the best in the industry. They are a team of professionals who always give my clients a VIP experience. Everyone knows communication is the key to any relationship and this is where BrandONE excels. Anyone who works with BrandONE can expect to be kept informed at all times creating a smooth working relationship."

—

Jason Isley, Franchise Consultant with The Franchise Consulting Company



"I enjoy working with BrandONE because as a referring consultant you have to feel confident that the entire contact and discovery process for your client is handled with a professional sense of urgency to educate and motivate towards their goal of business ownership. The BrandONE team has the collective expertise and inside knowledge about the franchise industry and the brands that they represent. They are experts at providing the "road map" for my client's franchise exploration."

—

Chris Ponzio, Franchise Consultant with FranServe



"I am confident giving my candidates to the BrandONE. I know that they will get the most professional, frank and thoughtful guidance possible from this team. My candidates always comment on the professionalism that they experience with BrandONE. Whether they buy a BrandONE opportunity or not, they always come back to me with an even clearer picture of the power of the franchise business model."

—

Joe White, FranChoice

Differentiation Statements

"A few years ago, my wife Evonne and I visited IFA in Las Vegas. We went there with one purpose in mind and that was to connect with a development partner. We had multiple nightmare experiences with Franchise "salesman" in the past. That was the last thing we wanted to do again. When we sat down with BrandONE at the conference we immediately knew they were different. In a one-hour meeting not one time did they try to "sell" us on their company. We have had an amazing time with these guys for the last few years. We are growing at a rapid pace with qualified candidates. The number one thing Evonne and I love the most is their integrity. It's not always about a sale with BrandONE. We consider them family and highly recommend any emerging brand listen to what they have to say and consider a partnership with them."

—
Don Varady, CEO of Clean Eatz

We (LaundroLab), chose to work with BrandONE to take our company to the next level, and we chose them for many reasons. The first is that every conversation we had with someone from the BrandONE team, we knew they were authentic and honest, and clearly the type of people we wanted to work together with long term. On top of them just being good people, they are more than development experts. These partners have seen it across a variety of industries, and they've had success every time. We wanted to work with the best of the best and these guys are that and more. In our early relationship, we've already gotten value outside of growth including legal, organizational, and strategic guidance. Lastly, one of my favorite parts was that the relationship is curated towards the needs of the franchisor and that was hard to find in doing due diligence with franchise development partners. We couldn't be more excited to be working with the BrandONE team to take LaundroLab to the next level!

—
Dan D'Aquisto, LaundroLab Cofounder and CEO

ALL SYSTEMS GO

You've now read the intro manual on what it takes to be a B1 brand. You've seen our approach to franchise Smart Growth and learned a bit more about how we navigate every mission. If your concept checks off the boxes, and you want to hit greater altitudes, we'd love to setup a discovery session.

**We're ready to get
started. Buckle up!**

BrandONE

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