



# Inside BrandONE with

# ERIC SIMTOB

## NEGOTIATING THE OPEN WATERS OF FRANCHISE MANAGEMENT!

Eric Simtob's personal journey into franchising began at a young age. Despite his youth, however, he quickly learned how to harness the power of this business-building method. Now, as VP of Franchise Development at BrandONE, he'll help others navigate the waters of the franchise world, channeling its power to develop their business and achieve their dreams.

**Y**ou could say that, for Eric, franchising is a family affair. His older brother's wide-ranging achievements as a franchisee are what inspired him to make his own way in the industry. At just 22 years old, Eric opened his first franchise operation in the wireless phone arena. He thoughtfully grew this venture to three stores over the next eight years, each one just as successful as the last. The enterprise was sold in 2010, but Eric's passion for leveraging the franchise system was just beginning.

In 2012, Eric sailed into even more challenging waters, starting his own franchise model in the field of property restoration. He spent two years meticulously developing and refining his prototype before welcoming eager entrepreneurs across Canada to become part of the movement. He sold this franchise model in late 2020, ready to move on to the next adventure.

Now, when he's not helping others wade into franchise management success, Eric

enjoys pursuing his second passion – cruising his yacht up and down the East coast's beautiful Atlantic shore.

