



Inside BrandONE with

KIM ROBINSON

COOKING A RECIPE FOR FRANCHISE FREEDOM

BrandONE's VP of Franchise Development, Kim Robinson, grew up in rural Kentucky and though her hometown was small, her ambitions were anything but. Soon after moving to South Florida to begin her professional career, she realized she had a special knack for helping others take big, life-changing leaps.



Whether in the franchise space or otherwise, Kim has spent her entire career helping others achieve their dreams. "It's an amazing feeling to stand on the sidelines, cheer them on and watch [someone I've worked with] succeed. Lives and families are changed forever," she declared.

It's this feeling that keeps her simmering with excitement at the thought of providing candidates with the knowledge and guidance to go after a new goal.

Before bringing her passion to the franchise world, Kim kicked off her career in sales and development for a South Florida Real Estate Developer. Here, she spent a

decade helping people build multi-million-dollar custom dream homes. It wasn't until she relocated to Nashville in 2008 that she took her talents to franchising.

In Nashville, Kim began her franchise career with Tasti D-Lite and Planet Smoothie. She went on to assist several other large brands, including Chem-Dry and AAMCO Transmissions, in growing their franchise systems. She served as VP of Franchise Development at Massage Heights as well and is excited to take on the same role within the B1 family.

BrandONE's company culture and ethics were certainly a draw for

Kim. In addition, she had met a few of the partners through her previous work and had always formed genuine connections with these members of the B1 team, both on a personal and professional level. Combined, these factors cooked up an opportunity she couldn't pass up!

Kim's philosophy on assisting candidates and franchises is a great fit for BrandONE as well. She's the ultimate cheerleader and is motivated by the knowledge that her efforts help people achieve a better work-life balance through their goal of business ownership.

"There is something special when you know a new franchise owner will no longer miss their child's school play or soccer game because they now have control of their schedule."

And Kim knows a thing or two about the importance of attending soccer games. Some of the best days of her life were spent cheering her son on as he played soccer, rugby, and football. As part of a large, blended family, consisting of her son, three older step sons, and a dog named Clyde Earl, Kim is the ultimate boy mom. When she and her husband,

who is a local firefighter, aren't boating on the lake, she loves cooking for her whole crew and the local fire department. One day, she hopes to mix her love of cooking into her own recipe for success as the owner of a Bed & Breakfast where she's in charge of meals!

In the meantime, Kim joins BrandONE ready to set the table with a pinch of positivity, dash of encouragement, and a whole heap of perfectly seasoned experience!