



Inside BrandONE with **BRUCE SADOWSKY** BLAZING A TRAIL IN THE FRANCHISE WORLD

For Bruce Sadowsky, the chance to work alongside former co-workers Peter Barkman and Jeff Bien was an exciting opportunity in and of itself. The fact that he'd be doing it as part of the BrandONE team has set him up to reach the newest summit of an already impressive career.

“BrandONE is known in the industry as the standard of excellence,” Bruce expressed. “Being a part of the B1 team is truly a dream come true.”

And that means a lot coming from someone with Bruce's franchise background. Though he spent the first 16 years of his professional life as a chiropractor, Bruce hit his stride in 2007, when he and his brother-in-law became co-owners of a CertaPro Painters franchise. Primarily focused on sales, production management, and project oversight for the business, his talent for growing and managing franchise operations was obvious. So much so, those heading up CertaPro's corporate

system took notice. Two years after opening the franchise, Bruce was invited to join the brand's corporate team as general manager of operations. He held this position for six years, during which he mentored and coached 98 franchisees through their first two years of ownership. His success landed him a new role at CertaPro: senior general manager of franchise development. Here, he continued his string of achievement, earning the title of highest producer for the next eight years straight.

You can also attribute the CertaPro franchise with how he came to be VP of Franchise Development at BrandONE. It

was at CertaPro Painters that Bruce worked with B1's Peter Barkman and Jeff Bien. He was always in admiration of Peter's awe-inspiring ethical foundation and credits Jeff with teaching him much of what he knows about franchise sales. These two aspects of franchise development come together to make Bruce a true master of his craft, and an excellent addition to the B1 family.

“I am driven by the fact that I place qualified candidates with the brand that fits them well. It's extremely satisfying to see a franchisee grow their business from the ground up. Watching those franchisees find success

is the driving force behind why I do what I do.”

Outside of his career, Bruce is a family man and loves spending time with his wife, Ann, three grown children, and faithful pup, Buddha, at their home on Cape Cod. In his free time, you'll often find him hitting the links, or the hiking trail.

Bruce is passionate about helping candidates scale the rocky terrain of franchise ownership. He knows the views at the top are unbeatable and now, as part of the B1 crew, he's primed to guide others to new heights.



“When I look back on my career at BrandONE, I want to know that I helped others fulfill their professional dreams and that they were able to create life-improving opportunities for themselves and their families.”