



Inside BrandONE with **BRANDON NEILSON** REELING IN OPPORTUNITY!

Brandon Neilson knows one thing for sure: He loves helping others catch the opportunities that will change their lives. He's guided numerous candidates to the perfect franchise and helped brands expand into uncharted waters through his work. It's this tradition of success that defines his role of VP of Franchise Development at BrandONE.

After more than two decades in the industry, Brandon's experience in franchising runs deep. But his connection to franchising didn't begin with his own career; it started with his father's.

As Brandon puts it, he was "born" into the industry. His father has been in franchise development for many years. In fact, he worked alongside BrandONE's Kurt Landwehr for some of that time!

From the start of his career to now, Brandon has succeeded in a variety of industries. He even owned his own outsourced franchise sales and development company, White Mark Development, LLC. Here, he touched companies like Firenza

Pizza, JumpZone, Hot Head Burritos, and iTrip, to name a few.

In 2018, he joined Regis Corporation as the brand's Director of Franchise Development. Like his father, Brandon worked alongside B1's founder, Kurt Landwehr, for several of his years at the company. In addition to awarding franchises to candidates across the nation, Brandon helped Regis implement a national resale effort where the company sold thousands of its corporate locations to new franchisees.

Most recently to his stop at BrandONE, Brandon served as Director of Franchise Development at The Dog Stop. No matter where

his career has led him, he's enjoyed the chance to help people across the country realize incredible success through franchising.

"One of the greatest things about being in this industry is seeing the changes that take place in the lives of successful franchisees," he said. "I have friends all over the country that I have worked with and helped to give the opportunity of business ownership."

When he's not wading through franchise waters, Brandon is a family man and outdoor enthusiast. He and his wife of 22 years have four children

- one in college, two in high school, and one in middle school currently - and two Doodle mix pups. You may also find him fishing, snowboarding, camping, golfing, or practicing MMA in his spare time.

Regardless of whether he is guiding a candidate through the franchise system, helping a brand find the ideal channels for expansion, or angling for the perfect fish, Brandon knows life is all about opportunity. He's here to help BrandONE's franchise partners cast their net toward the sea of limitless franchise possibilities!

