



Inside BrandONE with

JEFF YOSHA

CHASING THE THRILL!

Whether he's bungee jumping, enjoying a round of golf, or helping others embrace the security of franchising, Jeff Yosha finds joy in just about everything he does. But it's not the activity that gets him excited; it's all about the people that surround him along the way.

Jeff began his franchise development career at Gotcha Covered more than two decades ago. Here, he worked alongside his father, the company's founder and CEO. He spent 10 years in the family business before he was recruited by Chem-Dry.

After five years at Chem-Dry, Jeff discovered a niche in the home services arena. He went on to assist brands of all sizes grow their franchise operations through his consulting and development expertise. These brands included the likes of Rolling Suds, The Mosquito Authority, Two Maids, and more. Throughout his career, Jeff has played an essential role

in awarding more than 500 licenses to a variety of well-known and respected brands.

Jeff's good friend and colleague, B1's Kim Robinson, introduced him to the opportunity to join the BrandONE crew. Immediately, Jeff was impressed by the team's incredible depth of expertise. *"The leadership and vast amount of franchise development experience really sold me on B1,"* he explained. After working for companies that lacked this professional acumen, Jeff understands the benefits it brings to both franchisors and franchisees.

With a wealth of proven strategic development, relationship management, and growth execution on his track record, Jeff fits right with the BrandONE crew. He's thrilled to leverage his know-how to help both candidates and brands make life-changing connections.

He went on, *"Small business is the backbone of the United States. Franchising provides security for candidates, their families, and their futures."*

Jeff moved to St. Petersburg, FL, in March of 2023 to be closer to his parents. He lives

by the "Golden Rule," to treat others as you would want to be treated. In his experience, if you surround yourself with good, positive, and caring people, life will give you what you need.

As BrandONE's VP of Franchise Development, Jeff hopes to foster success in each brand and candidate he assists. He draws motivation in achieving this goal from the words of Elon Musk: *"If you care about something enough, you will do whatever it takes to make sure it's successful."*

