



Inside BrandONE with

KASEY KOHTALA

A BUOY IN FRANCHISE WATERS

An avid scuba diver, Kasey is familiar with navigating the mysteries of a new space. After diving headfirst into franchise ownership, she discovered that not only did she love owning her own business, but that she was passionate about helping others achieve the same. Her ability to steer individuals through franchising's rolling waters makes her a shining light for those entering the new and exciting world of business ownership.

Ten years ago, Kasey was working in medical sales. Though she'd found her groove in a niche market, she was always searching for something more – the opportunity to break free from the corporate rat race and start something of her own.

“When I connect with clients who are fed up with corporate life, want to leave a legacy for their kids, or crave more control over their lives, it’s like seeing a reflection of myself from ten years ago,” Kasey revealed. “I can’t help but want to jump in and guide them.”

In 2016, Kasey found the opportunity she’d been searching for and became the owner of a Massage Heights franchise. The decision to become a franchise owner wasn’t one she took lightly. Before signing, she did a lot of research and went through many gut-check moments. After successfully owning and operating her business for seven years, Kasey sold her franchise and set out to help others find the same freedom in business ownership that she had.

Quickly, what started as a fun hobby became a more meaningful pursuit. And when her friend, Kim Robinson, introduced her to the BrandONE crew, Kasey couldn’t wait to join forces.

“BrandONE’s reputation is top-notch – they’re all about keeping the brand and clients’ best interests front and center,” Kasey shared. “After meeting the founders and doing some research with my franchise-savvy network, I knew it was a match made in heaven.”

Speaking of perfect matches, Kasey has been married to hers for eight years. Her husband is a Finnish immigrant and together, they have a five-year-old son. Kasey and her family love to travel and visit Finland, as well as her home state of Kentucky, as much as possible. In her free time, she enjoys pickleball, dance, and all things water sports, with scuba diving being her absolute favorite hobby.

As for her goals as VP of Franchise Development at BrandONE, Kasey said: “The best reward I can hope for is someone coming back and saying, ‘Kasey, you helped me. You changed my life. I wish I had met you earlier.’ That’s the kind of impact I strive to make – one that leaves a lasting, positive difference in people’s lives.”

