



# Take Flight with Your Franchise

POWERED  
BY **BrandONE**

# Suit Up with A Crew that Knows



Growing a franchise is much like being onboard a rocket launch. You're sitting in an isolated flight deck, your entire life riding on the success of this single mission. Suddenly, a spark ignites a rush of flames, and you feel the boosted momentum give rise. One territory. Two territory. Three territory...

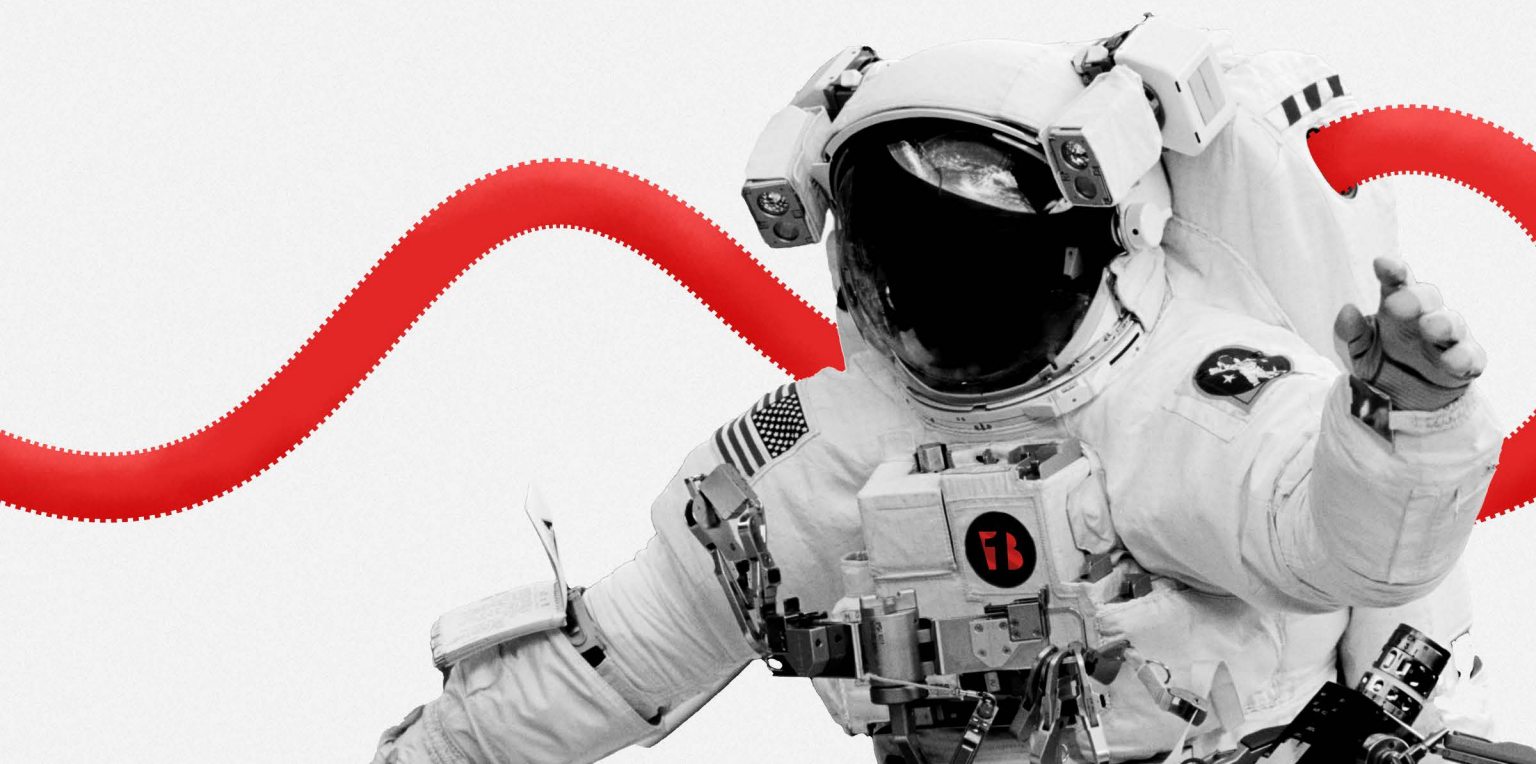
In this liftoff moment, everything around you is shaking. The power of opportunity vibrates you to your core, and before you know it, you begin to reach new levels of atmosphere.

It's impossible to ignore the chaos. There's equipment making strange noises, parts of the rocket shudder, and it feels as if the whole thing could fall apart under the surge of activity.

If you haven't hopped aboard a journey like this before, it's loud, intimidating and unpredictable. This we guarantee! Knowing what to anticipate is the difference between success and failure.

Enter BrandONE. Our team has been to the franchising moon many times, and we are ready to be by your side on this venture. We know how to navigate the course, oversee the systems, forecast challenges, and steer you on the right trajectory. Even more, we understand exactly what needs to take place for prosperity once you've arrived.

**We are BrandONE**, and we're ready to map your flight plan to franchise excellence.





# Going Further than Ever Before

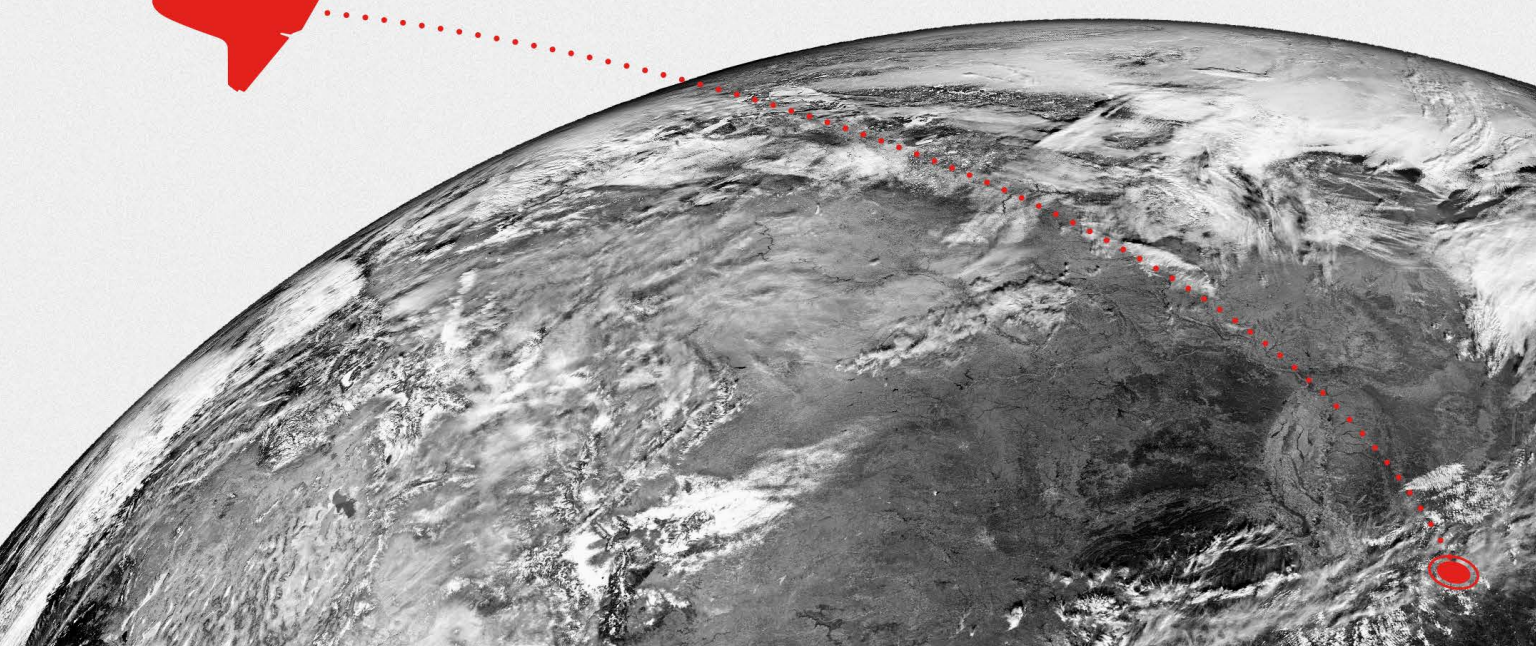


There's a point in business when you must ask: Keep on keeping on, OR skyrocket this concept to a whole new elevation? You have a choice, and there's nothing wrong with staying close to the life you know. However, if you're ready to push the possibilities of smart growth, we invite you to step into the BrandONE experience.

It's an immersive process, one steered by 150-plus years of franchise development know-how and a team that values brands with purpose. Our approach will challenge the status quo of your day-to-day, force you to reimagine your success, and fuel you to once unreachable destinations.

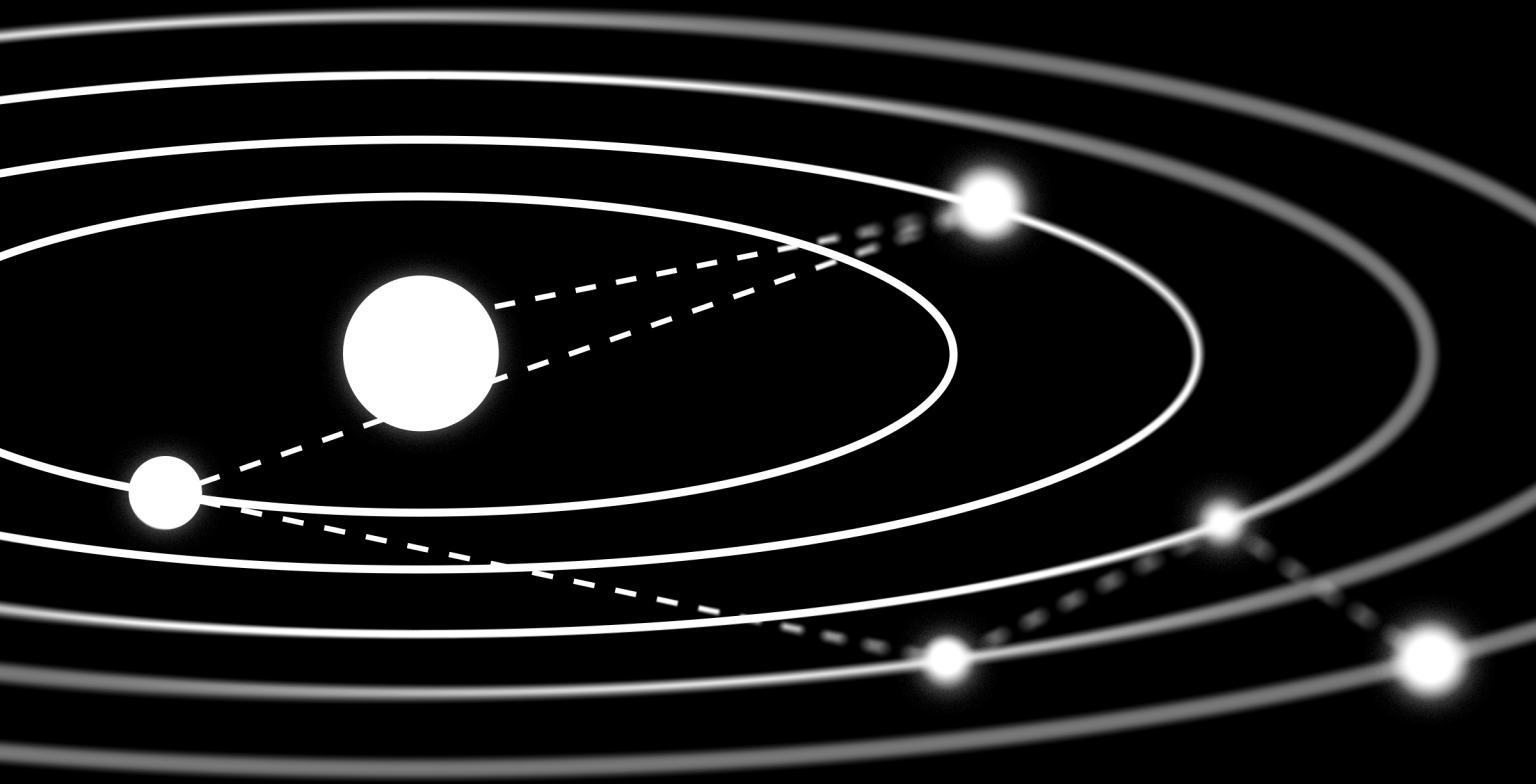
Full disclosure, BrandONE doesn't work with just any business that wants to go the distance. We select our brand partners based on a distinct blend of potential, sustainability, company culture, and authenticity. We gravitate toward franchise models that stand for something greater and want to show the world a better way.

It's these characteristics that throttle us skyward on each development journey. No clunky equipment or ego-driven missions here. Just clear destinations, unparalleled skillsets, a passion for discovery and some navigational intuition.



## Know The Course

BrandONE understands the many variables that can effect a mission to take a franchise to greater heights. Setting destination coordinates represents just the beginning. You also must calculate a precise track, define windows of opportunity to breakthrough, and meticulously monitor movement. Our team accomplishes maximum results by pouring energy into three primary areas.





# Stages of Acceleration

## Franchise Development

It's not enough to simply bring "fresh recruits" aboard a franchise. The business model must be able to carry the weight and uphold its integrity to sustain the mission. At BrandONE, we've spent decades cultivating relationships across the franchise industry. In return, we provide our brands access to the expertise they need to refine their operations and infrastructure. This way, when the franchise award process expands, they're ready to support the influx of new franchisees and continue to grow.

## Franchise Recruitment

We speed up growth for emerging franchises by matching them with high-quality candidates. To assure that the best prospective franchisees gravitate toward our brands, we educate them on every facet

of the opportunity. Learning these details, candidates are more confident about their choice when they decide to move forward. The end result: Our brands land franchisees who are perfectly aligned with their vision, values and business model. Everyone on board wins.

## Growth Strategy

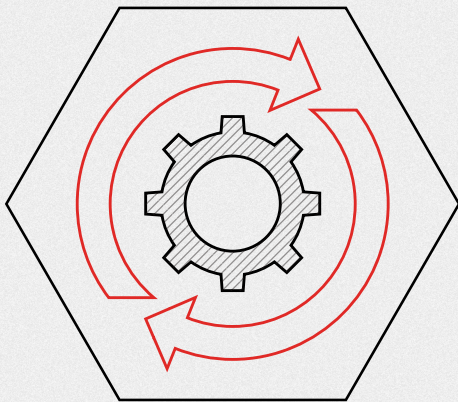
All brands believe they have a robust system to support rapid growth. And in the moment, this is usually the case. However, BrandONE has embarked on many similar pursuits to hit the next-level. Therefore, we leverage our industry experience and connections to help our brands forecast the best path forward. Charting a future-facing strategy, we'll help you optimize your efforts and reach growth goals more quickly than you ever imagined.



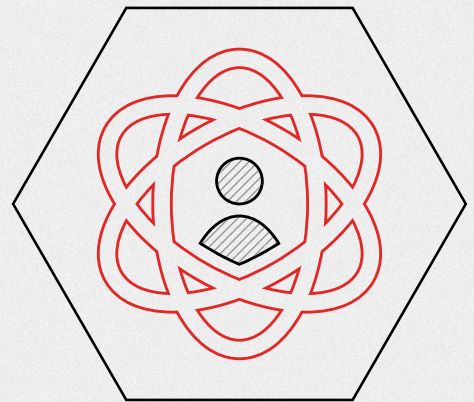


# Flight Checklist

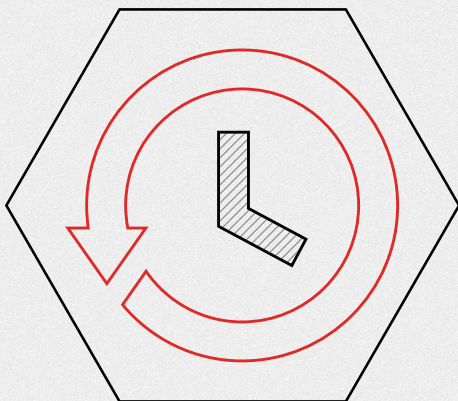
You'll quickly see firsthand, BrandONE leaves nothing to chance when it comes to fueling franchises for long haul results. We're here to drive your vision. We absorb every detail about your business, so when we invite others along for the ride, they feel absolutely committed to the mission. Your BrandONE team first educates ourselves – then your candidates – on your:



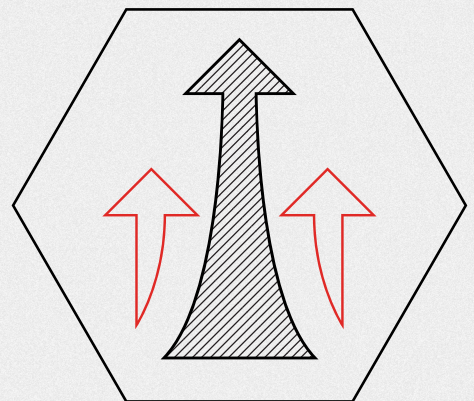
**OPERATIONAL STRUCTURE**



**CORE VALUES**

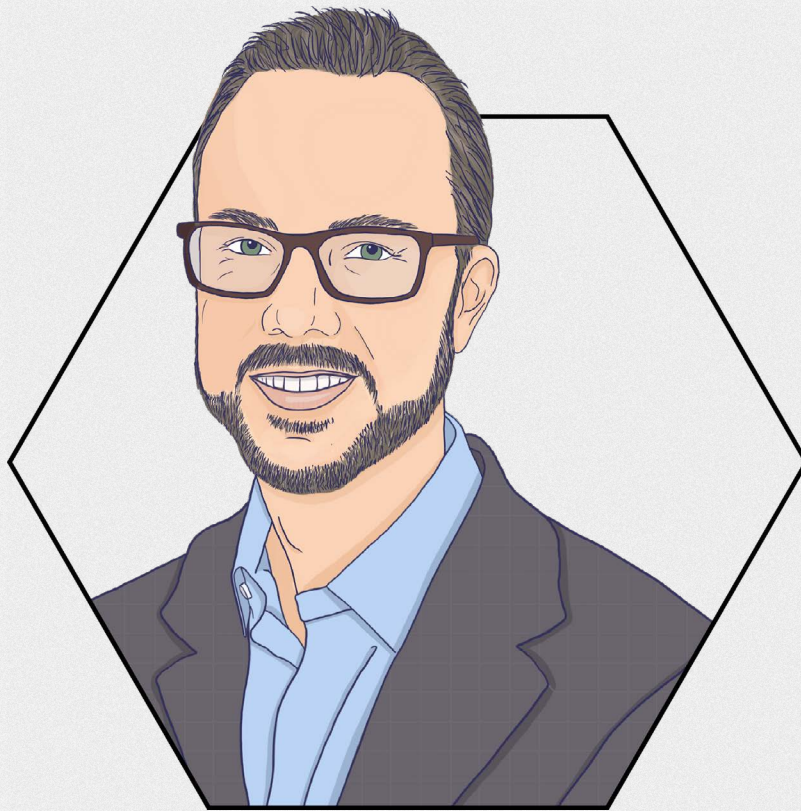


**HISTORY**



**GROWTH PLANS**





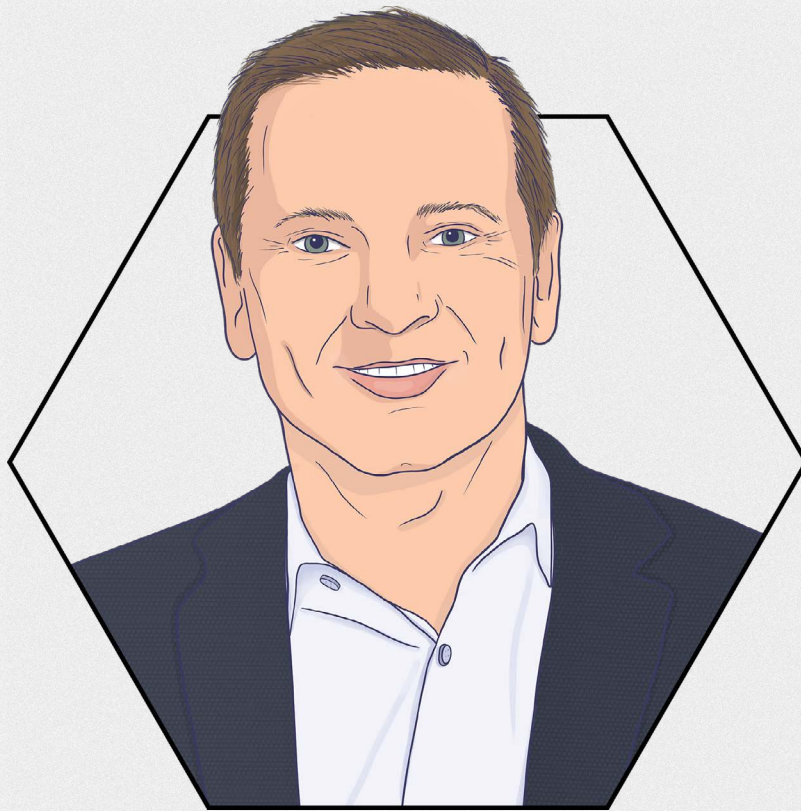
## Michael Mudd, Partner & CEO

When it comes to franchise development, Michael's accomplishments speak for themselves. After launching his franchise development career at Relax the Back, Michael earned his first major successes with Menchie's Frozen Yogurt. In just seven years, he grew the brand from a 23-location regional operation to a nationally-recognized brand with over 550 locations. He secured partnerships with Universal Studios, domestic multi-unit franchisees and international master franchisees, including one in the Republic of China that enabled the brand to realize hundreds of locations in a brand-new market. Results like this have helped him win three Commitment to Excellence Awards from the top franchise consultant networks.

The secret to Michael's success is his commitment to clear, open communication with candidates. He asks countless questions to develop a comprehensive understanding of candidates' strengths, weaknesses and objectives. Michael's pet peeve is that people aren't present. As a result, he's always focused on the person in front of him, whether in-person or on the phone. He doesn't drive, text, or email while he talks to candidates. This means that Michael learns more about candidates than the competition and builds better, longer-lasting relationships with them.

Michael lives in San Clemente, CA with his wife and daughter. He has two dogs, Bliss, a King Charles, and Tana, a Goldendoodle.





## Jason Barclay, Partner & CFO

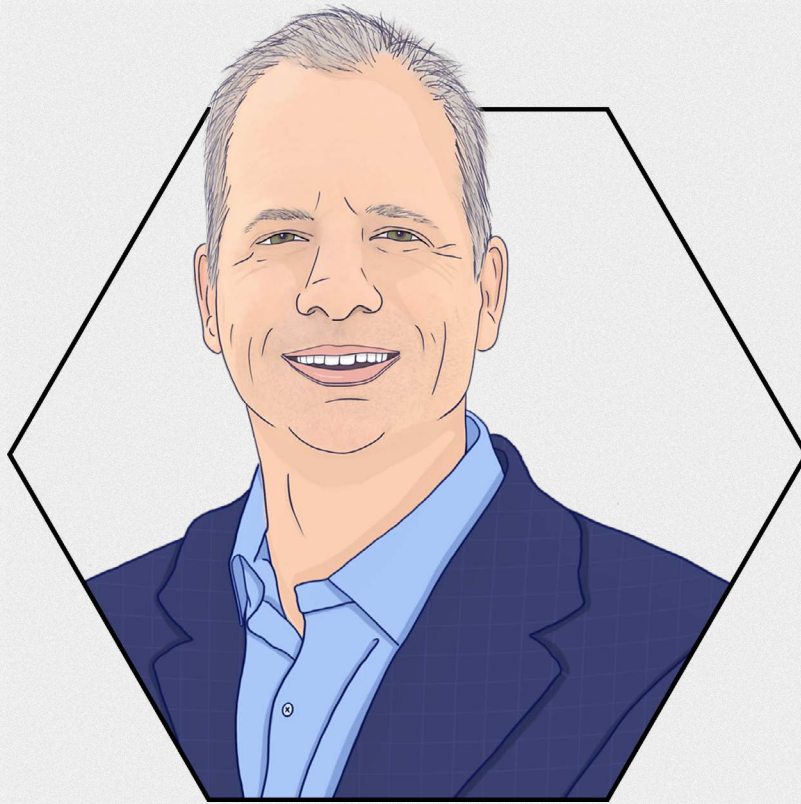
Jason is the consummate franchise development professional. Having worked with a diverse group of franchisors in a variety of industries, he's learned the secret to successful development comes down to one thing: a desire to connect the right people with the right brands. He's been accomplishing that exact outcome for more than 15 years, but his experience goes far beyond the sale.

Jason got his start on the numbers side of the industry, working in the audit and accounting departments with Meineke Car Care Centers. This role led to his mastery of franchise finance, which has been instrumental in assisting multiple private equity companies with successful rollovers and recapitalizations.

Far beyond financials, Jason's knowledge now spans every facet of the franchise industry – from real estate and construction all the way to acquisitions. Whether its assessing what concepts will succeed and where, to identifying complementary concepts for partnerships, Jason has quite literally done it all.

When he actually does take a break, Jason enjoys life on the lake in Charlotte, N.C. with his wife and young son, Luke.





## Dave Schaefer, Partner & CDO

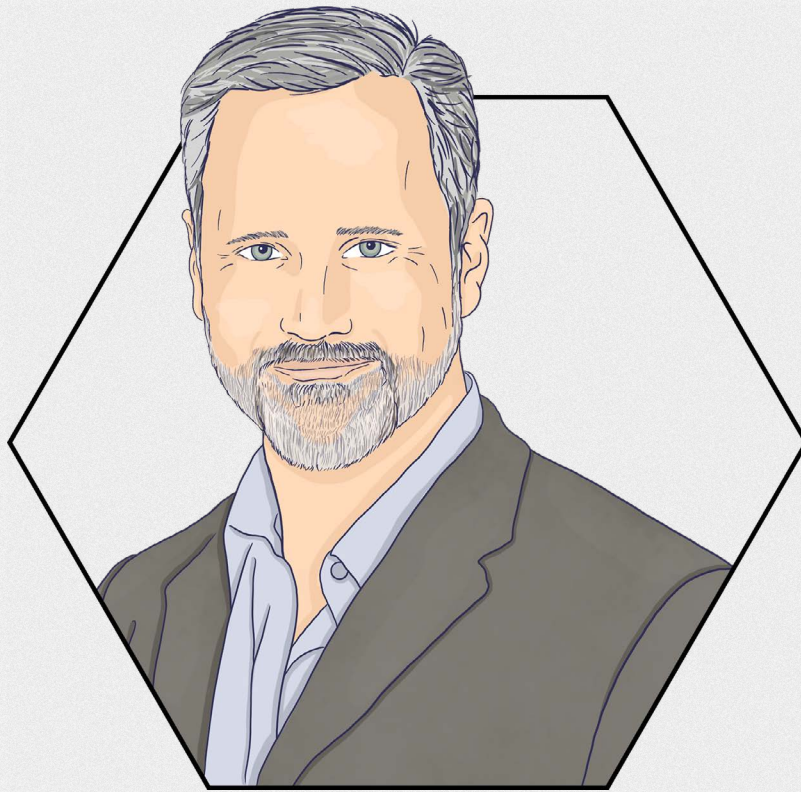
Dave has been in the franchising world for nearly 30 years. He started his career as an entry level employee for a nationally-known automotive repair company. Within five years, Dave became the largest franchisee within their system, responsible for 12 stores in two states.

Eventually, the company was acquired by a large private equity firm. At the time, Dave was asked to come on as president of the automotive operation. He was ultimately named chief development officer for Driven Brands, the parent company of the nation's largest automotive franchise group. There, he successfully assisted in implementing their growth initiative. In turn, Dave was asked by the same private equity group

to help lead Neighborly, the nation's largest service brands franchise conglomerate.

Today, Dave is married to his high school sweetheart. Together they have three beautiful children, all in college. They reside in Jupiter Florida, where they enjoy the outdoors and all that nature provides.





## Peter Barkman, Partner & CGO

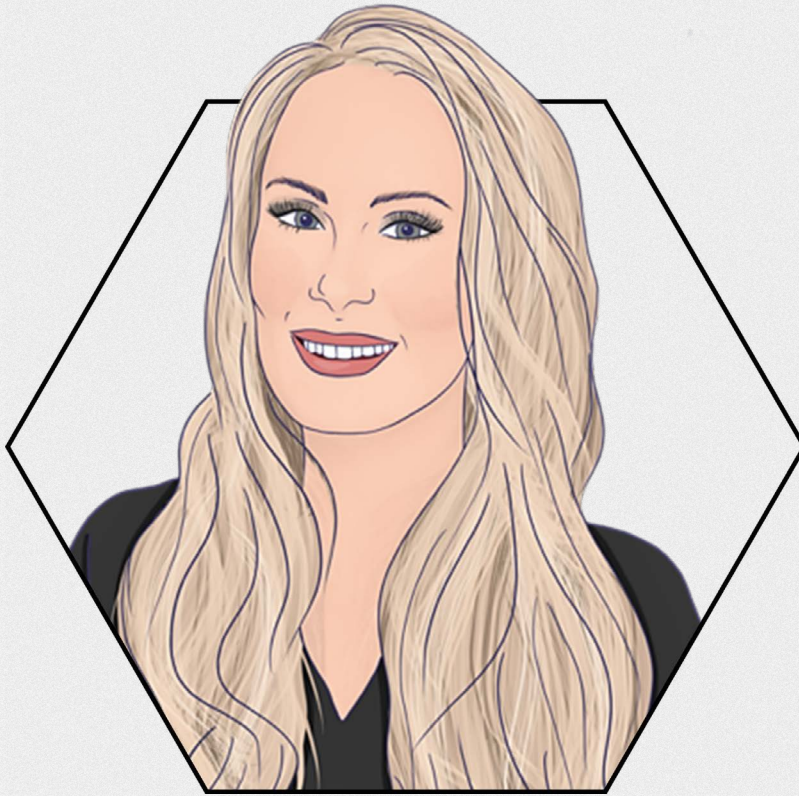
A natural-born leader, Peter Barkman has been in the franchise industry since college. While his peers were pledging fraternities and working unpaid internships, Peter became a franchisee. At the tender age of 20, he managed a College Pro Painter franchise location, which included 18 employees. When he graduated, his mentor invited him to join the College Pro corporate team to help grow the brand in the U.S. Peter never looked back.

Ultimately, this opportunity was his springboard into the world of franchise development. Peter's taken several brands from regional companies to national industry leaders. For example, he was integral to CertaPro's growth from \$50 million to over \$400 million. He's also

won several industry awards, including the Star Award (2012 and 2014) and the 2014 Franchisees' Choice Award. Needless to say, he's learned a thing or two about the best approach to franchise development.

Peter lives in Richboro, PA with his family and has a Yorkshire poodle named Abby.





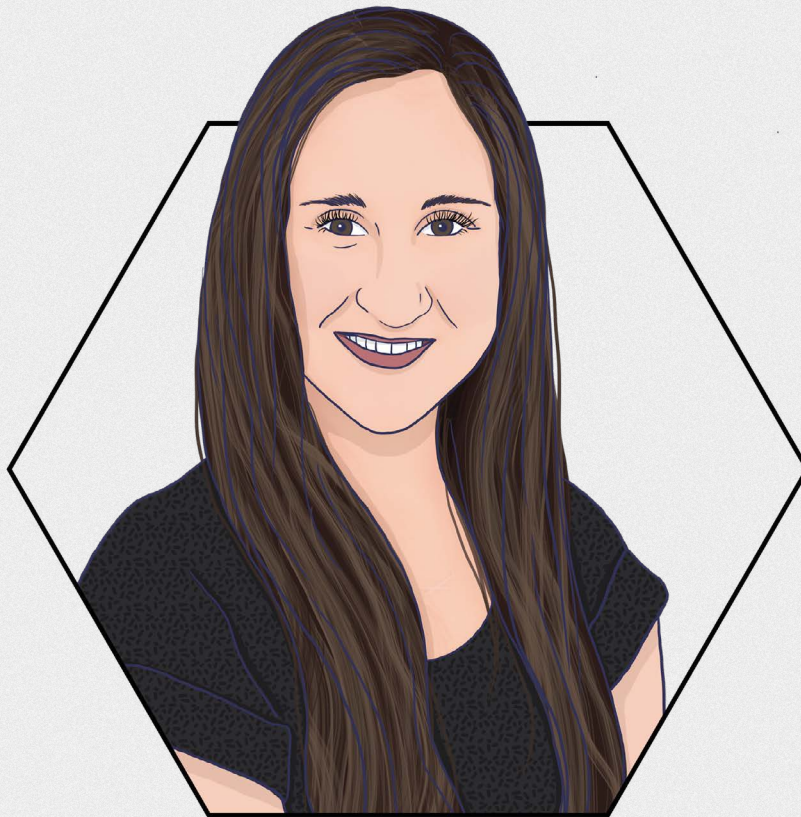
## Alexandria Warren, VP of Brand Development

Alexandria comes from a long line of franchise experience, spending more than a decade's time perfecting her skillset on the vendor, broker and franchisor sides of the fence. A double major alumni (Marketing / Law) of Clemson University, Alex has mastered the art of showcasing the unique – often hidden – elements that make a brand appealing to candidates.

On any given day at BrandONE, you might find her fleshing out best practices for a growing franchise concept. Possibly, she's finetuning details for a Discovery Day or rallying her B1 team for a meeting. Regardless of the occasion, one thing's certain – Alex will be front and center, making sure all aspects move in harmony

Currently, she lives in Greenville, South Carolina with her husband Joshua and her young daughter Everleigh.





## Olivia D'Andrea, VP of Operations

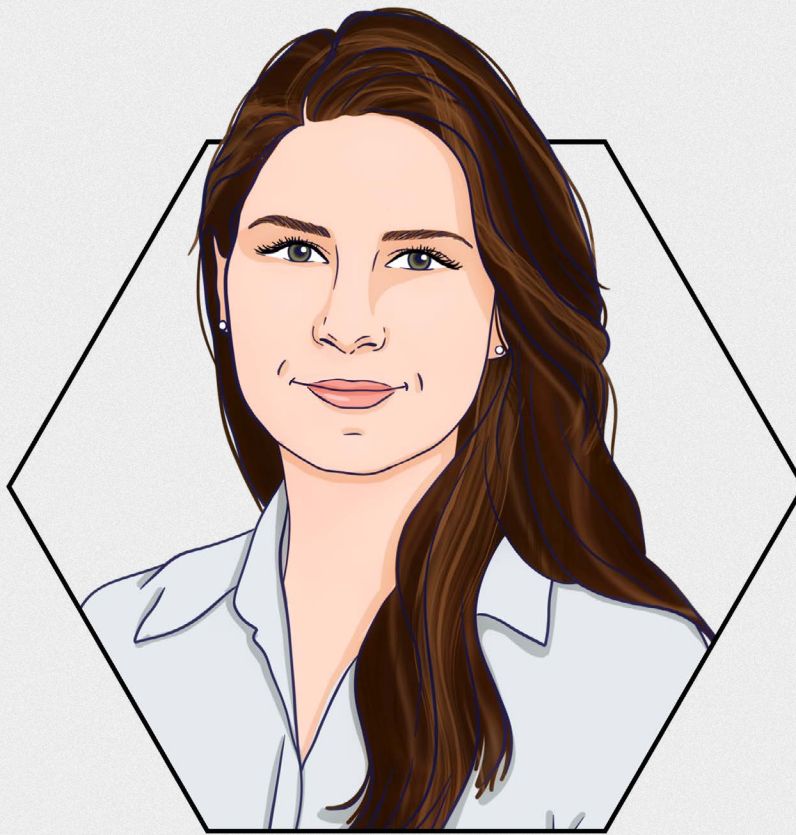
Olivia D'Andrea is a natural when it comes to ascending to new, exciting viewpoints – both in her career and in life. Olivia's ready to hit the next level as BrandONE's Vice President of Administration and Compliance. Once she graduated college, the born explorer joined Driven Brands, a leading automotive franchise. There, she spent some eight years honing her skills in Human Resources, Franchise Development, Managing Audits, Compliance, and Business Administration.

She began specializing in Customer Relationship Management, as well as Process Management. In doing so, she discovered a deep passion for building more efficient teams. Using modern systems and

techniques to pace performance, Olivia quickly became a leader among her colleagues. So much so, she ventured on to take her experience to several major franchisors, including Meineke Car Care Centers, MAACO, CARSTAR, 1-800 Radiator and Take 5 Oil Change.

BrandONE is thrilled that Olivia's professional compass led her to our crew. When she's not conquering operational mountains or belaying rock faces in her past time, you likely will find the N.C. native with her husband, Johnny, and their two children.





## Karissa Onopa, Operations Manager

Karissa brings an adaptable skill set and proven ability to help organizations thrive to the B1 crew. Armed with a communications degree, her early career was marked by exploration in a number of fields. She supported leaders in start-up businesses, helped an insurance agency grow their market presence and book of business, and dove into the realm of TV advertising in Philadelphia. Throughout this time, Karissa refined her expertise in operational efficiencies, marketing, and communications.

The next leg of Karissa's career journey took her to California, where she immersed herself in the world of entrepreneurship and gained valuable insights into launching, growing, and scaling businesses. After several years of traveling and networking, she had the opportunity to work with a franchisor in the health and wellness sector. She used her abilities to craft compelling marketing collateral and brand content, orchestrate impactful events, and spearhead innovative projects. As a result, she played a pivotal role in growing the operation to more than 200 locations worldwide.





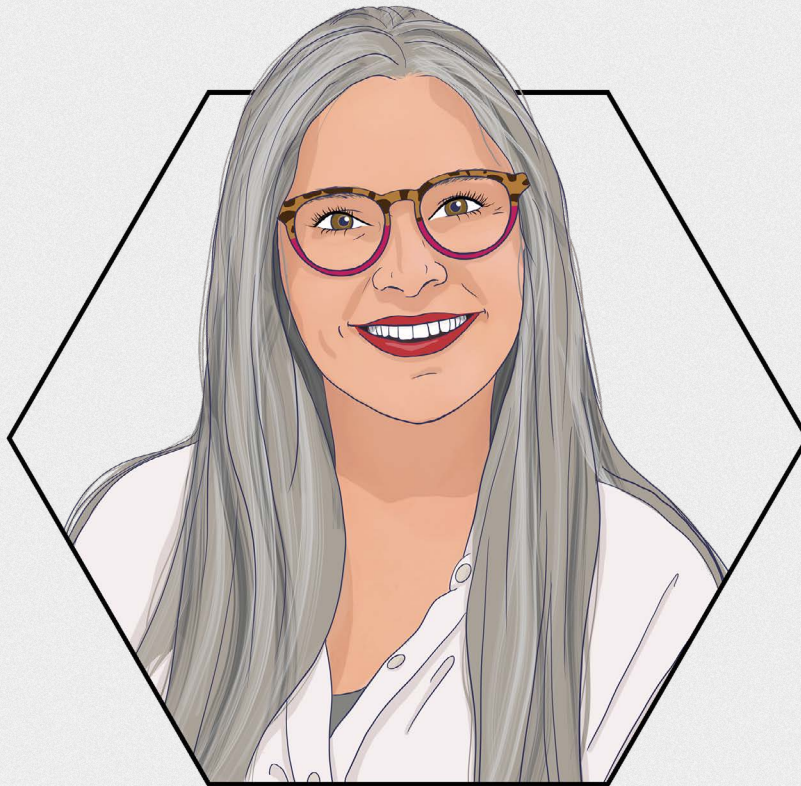
## Sarah Van Aken, VP of Franchise Development

Sarah's remarkable career runs the entrepreneurial gamut. Early on, Sarah launched the residential arm of a commercial real estate and development firm. She excelled in property, but eventually shifted her energy toward a completely different industry. She moved on to spearhead and nurture three successful fashion companies. During this run, she experienced wonderful growth, however the eternal developer, Sarah wanted something more.

She'd ultimately channel her branding, marketing, and design skills to ease onto the greeting cards scene. Once there, she became an absolute force! Sarah collaborated with a former Hallmark CEO to build a \$135 million social expression business.

Today with BrandONE, Sarah leverages her business knowledge and teacher's heart to lead others to the right franchise for them. Sarah – who's often called on to mentor women in business – subscribes to a pay it forward mindset. She most appreciates the opportunity to evolve brands and individuals who serve the greater good. And when it comes to recruiting high-quality candidates for the brands she represents? Well Sarah regularly shares one mantra: You don't have to go it alone.





## Heather McPherson, VP of Franchise Development

Heather has spent more than 20 years in the franchise space as a business advisor, financial consultant, and more. She's most at home, however, when working with her first love -- franchise development.

Heather began her franchise career with Knowledge-Point, where she wore many hats – operations, franchise development, and business advisory, to name a few. Her exceptional work earned the attention of Tutor Doctor. Here, she worked in franchise development and was tasked with bringing the new brand to North America.

Then, FranFund called with an exciting opportunity! Heather was the first to join the team on the devel-

opment side as a Senior Funding Consultant. At this position, she enjoyed assisting hundreds of entrepreneurs in finding just the right way to fund their dream of business ownership.

She eventually returned to her roots, joining Dekalash as their Brand Development Director. She helped expand the company to over 300 studios sold and 128 open in the U.S. and Canada!

Heather believes that each relationship built begins on a foundation of honest integrity, fearless confidence, positive optimism, and balance. She follows this philosophy in business and life and is thrilled to bring her diverse skill set and intense passion to the B1 team.





## Brandon Neilson, VP of Franchise Development

Watching a franchisee's life change once they've become a business owner is one of the most rewarding aspects of working in the franchise industry, according to Brandon. With a franchise development career spanning more than 20 years, it's a perk he's had the pleasure of witnessing time and again.

Brandon has had the chance to work for a variety of industries, including stops at Zounds Hearing, Inc. and Regis Corporation, where he worked alongside BrandONE's Kurt Landwehr. Most recently he served as Director of Franchise Development for The Dog Stop. Over his two decades in the industry, Brandon has paired hundreds of candidates with the perfect opportunity. Now, he's thrilled to be continuing his success as VP of Franchise Development at BrandONE!

Brandon and his wife have been married for 22 years and have four children – one in college, two in high school, and one in middle school – in addition to two Doodle mix pups.





## Chris Vennemann, VP of Franchise Development

Chris has always had a desire for change, both in life and his career. Working in various industries and backgrounds, from car buying to financial systems, Chris' moves were always aimed at changing.

In 2016 Chris took the leap into franchise ownership. He was the best franchisee the brand had ever seen, growing a profitable business and adding employees in record time. After a few years, Chris decided to sell his franchise and went to work in the operations side of franchising.

Here, he became a franchise business coach, helping new franchisees navigate and enter the world of business ownership. From marketing to employment law

to networking and community involvement, he helped paved the path to success for many franchisees.

He brings that same mindset and easily approachable personality to the B1 crew. He is thrilled to guide potential franchisees through the world of franchising from both the franchisee and the franchisor's perspective.

Currently, Chris lives in Mooresville, NC, with his wife, son and three sleepy cats.





## Bruce Sadowsky, VP of Franchise Development

Bruce has been involved in franchising for more than 17 years. He began as the co-owner of a CertaPro Painters franchise, where he was responsible for sales and project management. After two years, CertaPro corporate asked Bruce to join the operations team. Here, he mentored and trained new franchise owners as they launched their new businesses.

Six years later, Bruce took on the role of General Manager of Franchise Development at CertaPro. His sales, production and operations experience made him an ideal match for that role. After a successful six years at this position, Bruce took the next step in his career, as VP of Franchise Development at BrandONE.

When thinking about all the wonderful franchise owners that began their careers with Bruce, he is humbled to know that they trusted him to guide them in the right direction.

“I look back on so many successful placements and realize that lives were improved, and legacies were begun for scores of families because of that trust,” he said. “I understand how important it is to help candidates fulfill their dreams of business ownership.”

Bruce and his wife, Ann, currently live on Cape Cod in Massachusetts and have three grown children.





## Kim Robinson, VP of Franchise Development

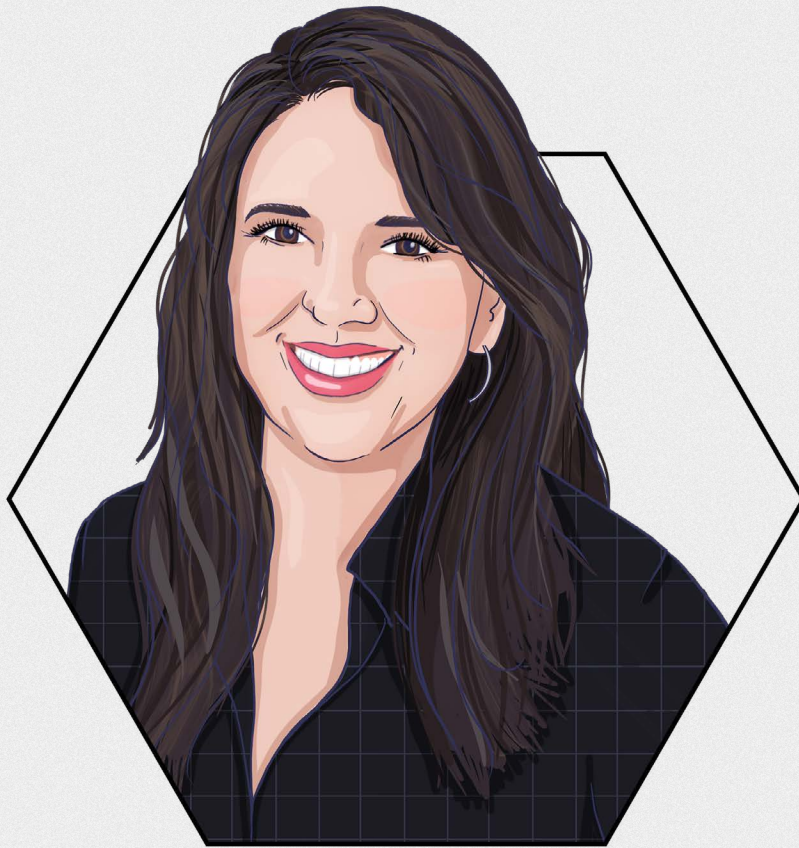
Kim Robinson spent the first ten years of her career working in sales and development for a South Florida Real Estate Developer. Here, she assisted future homeowners in building their custom dream homes, upwards of \$3M.

After moving to Nashville, TN, in 2008, the satisfaction of assisting entrepreneurs with their dream of business ownership led her to franchise development. She started her career in franchising with Tasti D-Lite and Planet Smoothie. Kim has since been successful in helping several large brands grow, including Chem-Dry, AAMCO Transmissions, and most recently Massage Heights, where she served as Vice President of Franchise Development.

Kim still resides in Nashville and is married to a local firefighter. With a son who is a freshman in college, three older stepsons and one grandson, she is the epitome of a boy mom. She loves cooking for all of the boys and the local fire department. Over the summer, she and her family enjoy boating at a local lake.

Originally from a small Kentucky town with only 2,000 residents, Kim could not pack fast enough to move to South Florida to begin her professional career. It's been all sunny skies from there, and BrandONE is thrilled that Kim's journey has led her to our always-growing B1 team!





## Kasey Kohtala, VP of Franchise Development

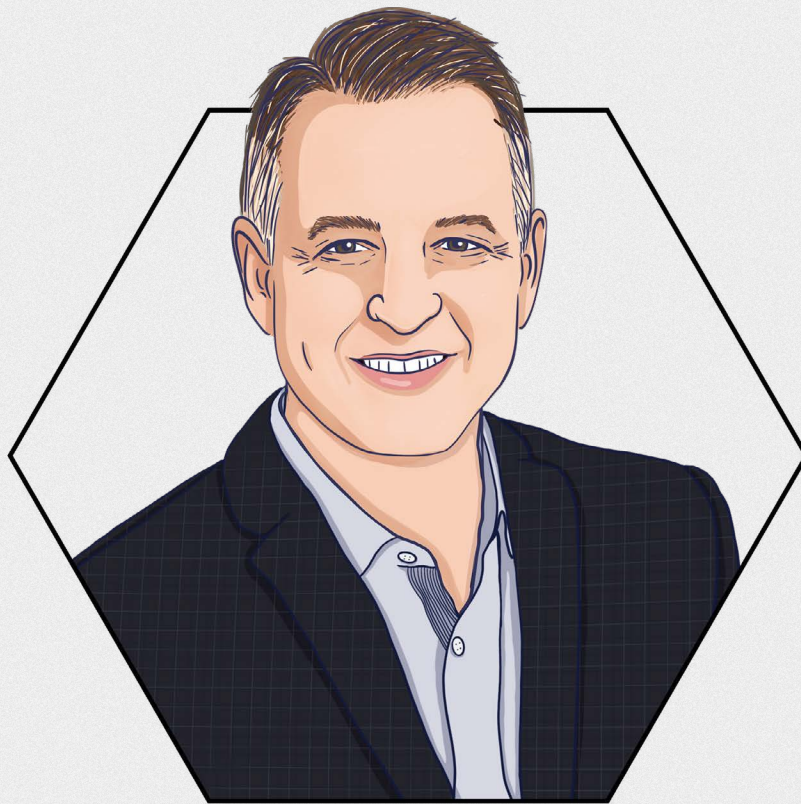
Kasey's professional journey began in medical sales, where she soaked up as much corporate training and experience as possible. Though she excelled in the corporate world, deep down, Kasey had a desire to start something of her own. She got her chance in 2016 when, after a lot of in-depth research and many gut-check moments, she purchased a Massage Heights franchise.

Over the next seven years, Kasey owned and operated this franchise in Decatur, GA. She not only found success, but also absolutely loved owning her own business. She sold her franchise in 2024 and has since discovered a new passion – helping others find the same freedom in business ownership that she did.

Her skill in guiding others through the ins-and-outs of franchising is a perfect fit for her role as VP of Franchise Development on the B1 team. She loves helping others make those big decisions and is thrilled for the opportunity to do it with a group that shares her same values.

Kasey lives in Georgia with her husband and son. In her free time, she enjoys playing pickleball, is an avid traveler, and loves anything to do with the water.





## Chris Goethe, VP of Franchise Development

Chris Goethe joins the B1 team with more than a decade of franchise development experience. His journey began in 2013, when he started as VP of Franchise Development at Primrose Schools. He spent the following four years working at their corporate offices in Atlanta, GA, until stepping into a new position as a franchise consultant.

For the next seven years, Chris used his expertise to guide individuals through the franchising process, first as a consultant at Franchise Brokers Association (FBA) and then with International Franchise Professionals Group (IFPG). He also continued his work in franchise development during those years as the VP of Franchise Development for Shine Window Care & Holiday Lighting and Property Stewards.

In addition to his success in the franchise world, Chris is a seasoned business owner. He and his wife, Terri, have owned and operated two businesses together since 2018: Angel Oak Home Interior Design and Georgia Window Coverings. There's no doubt Chris' experience and dedication make him an asset as BrandONE's VP of Franchise Development!





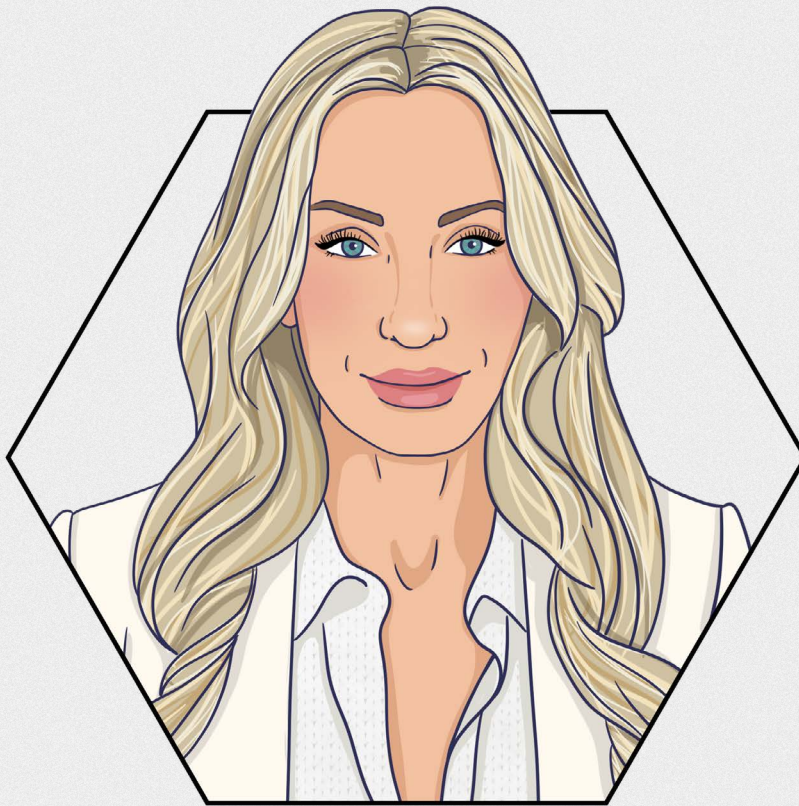
## Devin Schaefer, VP of Franchise Development

Devin Schaefer has spent much of his life helping others grow and achieve their goals—a mission he’s excited to continue as VP of Franchise Development at BrandONE. His talent for building meaningful relationships and inspiring others was evident throughout his 10-year career as a college baseball coach, and he’s equally passionate about empowering people through his entrepreneurial ventures.

In addition to coaching, Devin founded and led several successful businesses. He owned and operated a restaurant equipment company and established multiple baseball- and softball-focused organizations. As the owner of Baseball Concepts, he trained MLB and MiLB players, as well as hundreds of collegiate and high school athletes. He also launched Third Coast Tournaments, coordinating baseball and softball competitions, and founded Michigan’s Premier Baseball, a top-tier coaching and development program.

Devin’s passion, dedication, and expertise make him a valuable addition to the BrandONE team, where he’s eager to help others achieve their dreams in the franchising space.





## Laura Alexander, VP of Franchise Development

With over 25 years of sales and marketing experience, Laura Alexander brings deep industry knowledge and a strong entrepreneurial spirit to the B1 crew. Early in her career, she owned and operated a successful direct mail advertising business for 10 years. This entrepreneurial experience laid the groundwork for her transition into franchising, where she's spent over a decade specializing in franchise sales and development.

Laura is driven by a passion for empowering aspiring business owners and growing emerging brands. She thrives on guiding candidates and companies through the franchising process to help them achieve greater independence, flexibility, and long-

term success. Closely aligned with BrandONE's commitment to integrity, industry leadership, and collaboration, she's proud to be part of a team that's dedicated to making life-changing connections between candidates and brands.

In her free time, Laura is a competitive equestrian, lifelong horse lover, health and fitness enthusiast, and certified Pilates instructor. She also loves spending quality time with family and friends, where she builds the connections and community that keep her grounded.



# What It Takes to Ride with Us



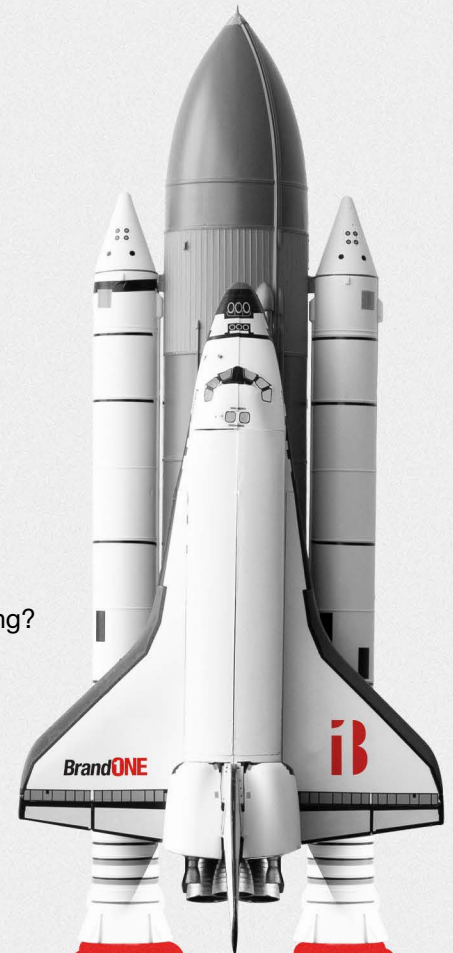
B1 helps brands that possess character and competence, showing an absolute commitment to their long-term vision. These emerging franchises understand the value of working with broker networks. They are ready, willing and able to take flight! To ensure this is the case, we cover the following checklists when we vet a concept.

## They Need:

- Strong Financial Performance Representation (Item 19)
- Solid Franchise Owner Validation
- Infrastructure to Handle Multi-Unit Opportunities
- A Willingness to Make the Investments Necessary to Grow
- Shared Common Values
- A Commitment to Responsible Growth
- A Franchisees-First Approach
- A Focus on Unit Economics
- A Determination to Constantly Improve the Offering

## We Ask:

- Are they a mission driven business?
- Do they have a team that can work well together
- Are they coachable? Do they have coaches or consultants in franchising?
- Can they lead?
- Can they follow? Can they learn?
- Are they able to collaborate with others?
- Can they listen?
- Are they goal oriented?
- Are they tenacious? They never quit?
- Are they aware of their strengths and weaknesses (introspection)?
- Are they able to organize themselves, people and projects?





# ALL SYSTEMS GO

You've now read the intro manual on what it takes to be a B1 brand. You've seen our approach to franchise Smart Growth and learned a bit more about how we navigate every mission. If your concept checks off the boxes, and you want to hit greater altitudes, we'd love to setup a discovery session.

**We're ready to get  
started. Buckle up!**

**BrandONE**

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