



*Inside***BrandONE** with

JT THIESSEN

BRINGING THE HEAT TO THE FRANCHISE FIELD



When it comes to franchising, Jonathan “JT” Thiessen has been pitching strikes for more than three decades. Starting his career right out of college with RE/MAX, he quickly fell in love with all things franchising. “Thirty-three years and 15 brands later I still have that same passion for building franchise brands and helping people make this incredible transition in their lives,” he says. For JT, the thrill of the game isn’t just about building businesses. It’s about helping people step up to the plate and take a swing at changing their lives.

Over the years, JT has built a reputation as a seasoned closer in the world of franchise development. He’s guided thousands of candidates through the process, including several members of his own family. Some of his favorite moments? Walking convention floors and being greeted by franchisees eager to shake his hand, share stories, and celebrate the opportunities his guidance helped them seize. It’s a legacy that’s built on relationships—ones that last long after the deal is signed.

JT’s connection with BrandONE has been years in the making. “I’ve known the partners at

BrandONE for close to 20 years and have a tremendous amount of respect for what they do, and how they do it,” he explains. When the opportunity to join the team as Partner & Chief Growth Officer came up, it was a no-brainer. Surrounded by colleagues he’s admired for years, he sees BrandONE as the perfect next chapter.

Looking forward, JT has his eye on a bigger scoreboard. “I aspire to give back to the industry that has done so much for me. From mentoring the younger generation of development professionals to helping budding entrepreneurs experience the magic that

happens when you put the right people together in a business.” His vision is all about paying it forward, developing future talent, and ensuring the next generation of leaders has the tools to step onto the field with confidence.

Outside the office, JT’s competitive spirit keeps him on the mound. He’s pitched for the same softball team for more than 20 years and enjoys teeing off on the golf course whenever he can. A lifelong baseball fan, he and his son are on a mission to visit every major league ballpark and have just a few to go.

JT’s home base is Coto de Caza, California, where he lives with his wife, two kids, and a pair of lively Australian Shepherds who never miss a chance to interrupt a Zoom call.

