



*InsideBrand***ONE** with

JEFF MATHEWS

LIVING THE FREEDOM HE SELLS

Jeff Mathews doesn't just help people find the right franchise — he lives proof that the right life is worth chasing. As a VP of Franchise Development at BrandONE, Jeff brings over two decades of franchise industry expertise, a network that spans some of the most recognized brands in the business, and the kind of can-do energy that makes you want to say yes before he even finishes the pitch.

Jeff's franchise journey began in 2001 when he joined Re-Bath, getting his first look at the world of home services franchising. Two years later, he made his way to Dwyer Group in Waco, Texas, where he spent five years deepening his expertise and building relationships across the industry. Those years shaped both his instincts and his philosophy — that finding the right franchise isn't just a business decision, it's a life decision.

From there, Jeff went on to work with a remarkable roster of brands — Findley Group, Games2U, Dogtopia, 9Round, DRIPBaR, Mahana Fresh, GenDev, and more

than a dozen others. Each brand added another dimension to his understanding of what makes a franchise system thrive, and more importantly, what makes a franchisee thrive within it. He doesn't just know the industry; he knows what it takes to succeed in it. Joining BrandONE felt like a natural next chapter. Jeff and Michael Mudd go back a long way — a friendship built over years of shared work and mutual respect in the franchise world. When the opportunity

finally came to work together, Jeff's answer was immediate: "Sure, let's GOOOO!!" That enthusiasm isn't just a personality trait — it's his operating mode. He leads with conviction, moves with purpose, and genuinely believes in the work he does. When Jeff isn't in work mode, he's living life on his own terms — literally. His RV is his home away from home,

taking he and his wife from place to place while staying fully connected to clients and colleagues. Strength training keeps him grounded, and his go-to reset is cooking (ask him about "Chef Jeff" sometime). He loves catching sunsets on the

beach and winding down the day surrounded by his family. He and his wife have been married 36 years, and together they have four kids and five grandchildren who keep life full and loud in the best possible way.

