

FRANCHISING IS
BUILT ON BRANDS

A brand is one the strongest assets a company has. They are a foundation for job creation, create loyalty and trust, and lend credibility to businesses across the Country and around the globe. A brand is more than its name. It is a story of entrepreneurship, it is the entire customer experience, and it is the positive impact brands have within local communities.

HERE'S WHAT OUR FRANCHISORS ARE SAYING ABOUT
THE POWER OF BRANDS



KAT COLE
COO, FOCUS Brands



The Power of Brands is trust, resilience no matter the changes, partnership, and community and ultimately growth and opportunity.



PAUL PICKETT
CDO, Wild Birds Unlimited
"One of the powers is that you can bring the joy of business ownership and tap into your personal passions."

ANGELA JASKOLSKI
Brand President, Waxing the City
"The Power of Brands means opportunities and really changes people's lives."



AFSHIN CANGARLU
CEO, Stratus Building Solutions
"The Power of Brands for us is integrity and trust."

LANDON ECKLES
Brand President, Waxing the City
"The power of our brand means everything!"



CAROLYN THURSTON
COO, Wisdom Senior Care
"Brands are so important because it helps to empower, it helps to provide consistency, it helps to provide trust, confidence."



NICK LOPEZ
CEO, Lime Painting



The Power of Brands means stewarding a business in a responsible manner. For Lime, that means leading with our core values of love, integrity, mission, excellence.