

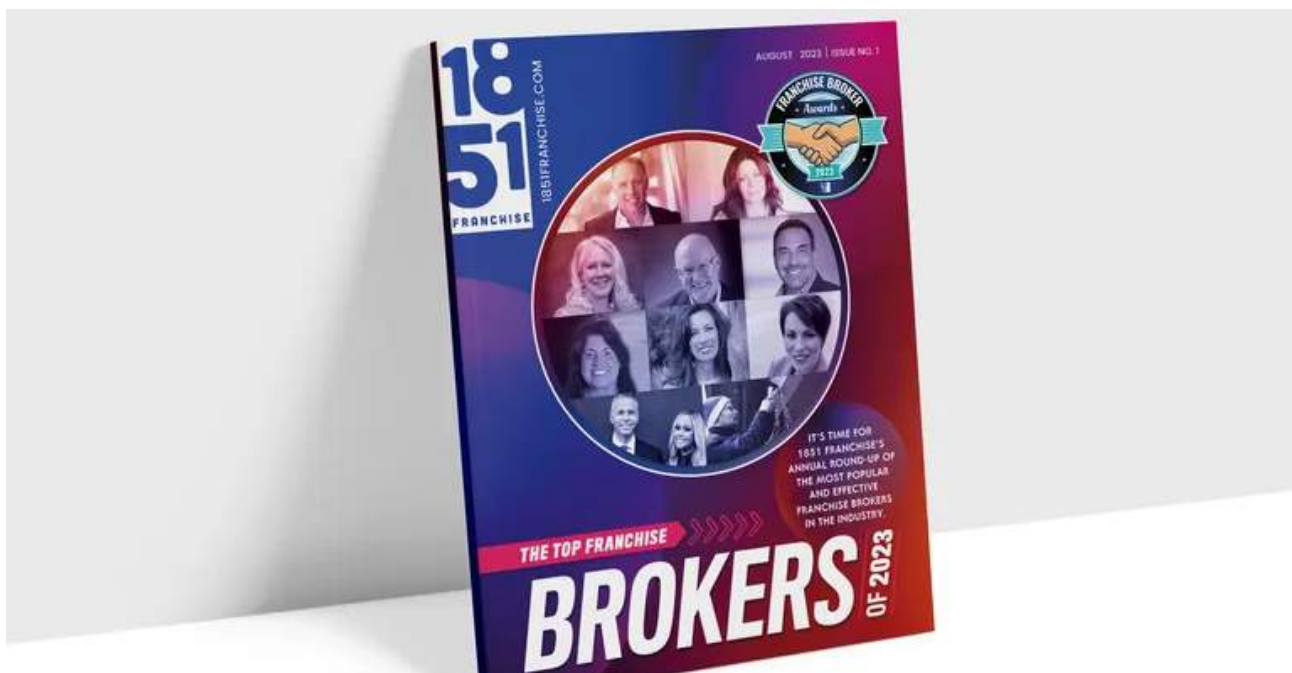
2023

BOOK OF FRANCHISE BROKERS

From seasoned veterans to rising stars, these brokers represent a diverse cross-section of the movers and shakers impacting the franchise industry.

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The Franchise Industry's Most Exciting Brokers Making Moves in 2023

From seasoned veterans to rising stars, these brokers represent a diverse cross-section of the movers and shakers impacting the franchise industry.

The franchise industry is a dynamic and ever-evolving landscape. At the heart of this transformation are [the franchise brokers](#) who guide potential franchisees toward the right opportunities. This year, as part of 1851 Franchise's annual broker Issue, we are thrilled to announce the winners of the Top Franchise Brokers Awards for 2023, based on nominations sent to us by our readership.

These brokers were selected for their exceptional ability to navigate the franchise industry, their commitment to their clients and their influence in shaping the future of franchising.

Among this year's winners is [Dan Aronoff](#) from [FranNet](#), a seasoned broker who has consistently demonstrated his ability to match potential franchisees with the perfect opportunity. Similarly, [Dan Connolly](#) from C Squared Advisors has been recognized for his strategic insights and deep understanding of the franchise landscape.

The husband-and-wife duo [Jack and Jill Johnson](#) from The Franchise Insiders have also made it to the list, thanks to their collaborative approach and shared passion for franchising. [Tim Parmeter](#) from Francoach, [David Busker](#) from FranchiseVision and [Eli Bookman](#) from Pathway Franchising BAI Broker are other notable names who have made significant contributions to the industry.

This year's list also includes several other brokers from FranNet, including [Tracy Rickman](#), [Gary Prenevost](#), [John Armstrong](#), [Heather Rosen](#), [Jose Torres](#), [Blake Martin](#), [Sara Waskow](#), [Katie Small](#) and [Leslie Kuban](#). Their collective efforts have helped FranNet become a leading name in the franchise brokerage industry.

From [Transworld Business Advisors](#), we have [DJ Talarico](#), [Nick Mastrodicasa](#), [Tony Khoury](#), [Waldemar Halek](#), [Dustin Audet](#) and [Johnathan Choe](#), all of whom have demonstrated exceptional dedication to their clients and the franchise industry.

Additionally, there are several emerging trends in the franchise industry. One of the most significant trends is the increasing use of technology and digital marketing within franchising. Brokers such as [Nicole Kauffman](#) from Franchising Smarter (IFPG) and [Lisa Welko](#) from Integrity Franchise Group are leveraging these tools to enhance their services and provide better outcomes for their clients.

Overall, the Top Franchise Brokers of 2023 are a testament to the vibrancy and innovation of the franchise industry. As the industry continues to grow and evolve, these brokers will continue to play a critical role in shaping its future and ensuring its success for years to come.

Without further ado, here is the full list of 2023's top franchise brokers. 1851 Franchise will also be posting individual profiles on each winner throughout the month of August.



2023's Top Franchise Brokers: John Armstrong

Here's 1851 Franchise's annual roundup of the most popular and effective franchise brokers currently making waves in the industry.

- The Broker: [John Armstrong](#)
- The Company: [FranNet](#)

1851 Franchise asked John Armstrong about his experience as a franchise broker, what makes him successful and some strategies franchisors can use to cast their net wide in the search for great franchisees this year.

During our interview, Armstrong said not only is it important to be an active listener and to know your clients in and out, but it's also vital to know when to put your foot down and say "no." By taking this approach, Armstrong was able to help his clients make well-informed and impactful decisions.

"You have to know when to say, 'Hey this isn't right,'" said Armstrong. "I tell all my clients that 'no' is a very valid answer at any time."

You can watch the full interview above or on [YouTube](#).



2023's Top Franchise Brokers: Dan Aronoff

Here's 1851 Franchise's annual roundup of the most popular and effective franchise brokers currently making waves in the industry.

- The Broker: [Dan Aronoff](#)
- The Company: [FranNet](#)

1851 Franchise talked to Dan Aronoff about defining success off of his client's experiences, his advice for people wanting to become franchise owners and working together with franchisors.

"Winning, for me, is helping to clarify my client's career aspirations," said Aronoff. "For some, that means matching them up with the right franchise. For others, it may mean helping them determine that business ownership is not right for them, and that's totally OK. And, oftentimes, that clarification can re-invigorate passion in their current job or desire to find another job that does. Either way, if I can bring clarity to their career, I genuinely feel it's a victory for both of us."

Watch the interview above or on [YouTube](#).



2023's Top Franchise Brokers: Charlie Bever

Here's 1851 Franchise's annual roundup of the most popular and effective franchise brokers currently making waves in the industry.

- The Broker: [Charlie Bever](#)
- The Company: [The Entrepreneur Authority](#)

1851 Franchise asked Bever about his experience as a broker, what makes him successful and some strategies franchisors can use to cast their net wide in the search for great franchisees this year.

For aspiring entrepreneurs who are looking to break into the world of franchising, Bever has some sound advice for those in the early stages.

"Surround yourself with advisors and mentors who can help you through the discovery process," said Bever. He also believes it's important to consider your long-term goals before making your initial investment. "Think about your exit strategy first," Bever suggested. "Where do you see yourself once the franchise agreement ends?"

You can watch the full interview above or on [YouTube](#).



2023's Top Franchise Brokers: David Busker

Here's 1851 Franchise's annual roundup of the most popular and effective franchise brokers currently making waves in the industry.

- The Broker: [David Busker](#)
- The Company: [FranchiseVision](#)

1851 Franchise talked to Busker about the four things franchisees want out of a franchise, transparency from franchisors and what winning looks like to him.

"Every obstacle creates an opportunity," said Busker. "You have to understand that there can be win-wins, and there's so much opportunity out there. It's much more about your mindset and execution than it is 'well, for me to win, someone else has to lose.' And that's something I think is hard for a lot of people to overcome."

Watch the interview above or on [YouTube](#).



2023's Top Franchise Brokers: Owner Fincher

Here's 1851 Franchise's annual roundup of the most popular and effective franchise brokers currently making waves in the industry.

- The Broker: [Owen Fincher](#)
- The Company: [Matthews Real Estate Investment Services](#)

1851 Franchise asked Owen Fincher about his experience as a franchise broker, what makes him successful and some strategies franchisors can use to cast their net wide in the search for great franchisees this year.

During our interview, Fincher strongly emphasized the role that franchisees can play to help propel the growth of a franchise. He believes, even if you have the best product and sales team, no one else can sell your brand quite like your owners and operators.

"You can have the best sales team in the world, but your franchisees are going to sell your company better than anyone else can," said Fincher. "Because if you're truly happy, you truly love what you do, you tell everybody. And that's going to fuel more growth than an incentive program."

You can watch the full interview above or on [Yohttps://www.youtube.com/watch?v=Mfe9SNaDGK4uTube](https://www.youtube.com/watch?v=Mfe9SNaDGK4uTube).



2023's Top Franchise Brokers: Jack and Jill Johnson

Here's 1851 Franchise's annual roundup of the most popular and effective franchise brokers currently making waves in the industry.

- The Brokers: [Jack](#) and [Jill Johnson](#)
- The Company: [The Franchise Insiders](#)

1851 Franchise asked Jack and Jill Johnson about their experience as franchise brokers, what makes them successful and some strategies franchisors can use to cast their net wide in the search for great franchisees this year.

During our interview, the Johnsons shared their perspective on what winning means to them. As experienced franchise consultants, Jack says the couple finds true satisfaction in witnessing their clients' growth and success.

"Celebrating with our clients, and watching them achieve the American dream, that's winning," said Jack Johnson.

You can watch the full interview above or on [YouTube](#).



2023's Top Franchise Brokers: Nicole Kauffman

Here's 1851 Franchise's annual roundup of the most popular and effective franchise brokers currently making waves in the industry.

- The Broker: [Nicole Kauffman](#)
- The Company: [Franchising Smarter](#)

1851 Franchise asked Kauffman about her experience as a broker, what makes her successful and some strategies franchisors can use to cast their net wide in the search for great franchisees this year.

During the interview, Kauffman emphasized the significance of open and honest communication with her clients, which, coupled with her passion for the industry as a whole, has been instrumental in her success.

"I listen to what my clients are saying and have a real conversation with them about what they are looking for," noted Kauffman. "Not just short-term but later on down the road too. It's my job to help guide them down the discovery path and provide them with resources along the way, all while remaining impartial."

You can watch the full interview above or on [YouTube](#).



2023's Top Franchise Brokers: Seth Lederman

Here's 1851 Franchise's annual roundup of the most popular and effective franchise brokers currently making waves in the industry.

- The Broker: [Seth Lederman](#)
- The Company: [Frannexus](#)

1851 Franchise asked Seth Lederman about what makes him successful as a franchise broker, his advice for prospective franchisees and what franchisors can do to better communicate with him.

"For me, winning is a progressive realization of goals: consistently committing to constant, never-ending improvement in everything that I do; helping the investors I work with; and getting them into the American dream of business ownership," said Lederman.

Watch the interview above or on [YouTube](#).



2023's Top Franchise Brokers: Terese McGroarty

Here's 1851 Franchise's annual roundup of the most popular and effective franchise brokers currently making waves in the industry.

- The Broker: [Terese McGroarty](#)
- The Company: [FranNet](#)

1851 Franchise asked McGroarty about her experience as a franchise broker, what makes her successful and some strategies franchisors can use to cast their net wide in the search for great franchisees this year.

When it comes to feeling like she's succeeding in her role as a franchise broker, McGroarty believes that success revolves around assisting others and fostering productive business relationships. She finds immense satisfaction in witnessing her clients flourish and considers that a significant achievement.

"Winning in life is [about] helping others," said McGroarty. "In business, watching my clients be successful is a win."

Watch the full interview above or on [YouTube](#).



2023's Top Franchise Brokers: Colleen O'Brien

Here's 1851 Franchise's annual roundup of the most popular and effective franchise brokers currently making waves in the industry.

- The Broker: [Colleen O'Brien](#)
- The Company: Franchise For You Consulting

1851 Franchise talked to Colleen O'Brien about understanding what it means to be a franchisee, her history in franchise development and how franchisors can better communicate with her.

"I've also been in franchise development, so I see what works for a franchisor when you have that right franchisee," noted O'Brien. "But I've also seen how complicated it can get if you don't put the right person into a brand ... So I think that has ultimately made me a better matchmaker and helps me listen more closely to what does that candidate really want in a business. And are they a fit to even become a franchisee?"

Watch the interview above or on [YouTube](#).



2023's Top Franchise Brokers: Daphne Pappas

Here's 1851 Franchise's annual roundup of the most popular and effective franchise brokers currently making waves in the industry.

- The Broker: [Daphne Pappas](#)
- The Company: [KPO Limits LLC](#)

1851 Franchise asked Pappas about her brokerage experience, what makes her successful and some strategies that franchisors can use to cast their net wide in the search for great franchisees this year.

1851: What makes you successful as a franchise broker?

Pappas: Being a good listener, really getting to know the client and their why. That they feel they can trust me, and I have only their best interests at heart.

1851: What advice do you have for people wanting to become franchise owners?

Pappas: It is a lot of hard work to get your business going, but every moment you spend building the business is building it for yourself!

1851: What does winning look like for you?

Pappas: Seeing clients so happy in their own business! Most never felt they could achieve it, and it feels really good when you help someone get there.

1851: How can franchisors better communicate with you?

Pappas: Provide updates after each step of the process so I can [keep] track with them to the finish line



2023's Top Franchise Brokers: Tim Parmeter

Here's 1851 Franchise's annual roundup of the most popular and effective franchise brokers currently making waves in the industry.

- The Broker: [Tim Parmeter](#)
- The Company: [FranCoach](#)

1851 Franchise talked to Tim Parmeter about helping franchisees take control of their lives, advice for franchisors wanting his help awarding more franchisees and the best ways that franchisors can communicate with him.

"I feel very fortunate to have helped so many clients over the years, number one, just learn about franchise ownership," he said. "But then be able to help them really take control of their life by finding that perfect franchise for them to own, and seeing them grow and move on and really make that ultimate change in their lives."

Watch the interview above or on [YouTube](#).



2023's Top Franchise Brokers: Gary Prenevost

Here's 1851 Franchise's annual roundup of the most popular and effective franchise brokers currently making waves in the industry.

- The Broker: [Gary Prenevost](#)
- The Company: [FranNet](#)

1851 Franchise talked to Prenevost about focusing on the right transaction for the client, his success in the industry and his best advice for those who want to become franchisees.

"The first thing I would say to any franchise is to always have a clear idea of who your ideal franchisee avatar is," said Prenevost. "The franchisor's role, especially people in charge of development or franchise recruiting, is to protect the franchisor. What does that mean? It means not letting the wrong people in."

Watch the interview above or on [YouTube](#).



2023's Top Franchise Brokers: Maria Rogers

Here's 1851 Franchise's annual roundup of the most popular and effective franchise brokers currently making waves in the industry.

- The Broker: [Maria Rogers](#)
- The Company: [FranMent](#)

1851 Franchise asked Maria Rogers about her experience as a franchise broker and franchise owner, what makes her successful and some strategies franchisors can use to cast their net wide in the search for great franchisees this year.

During our interview, Rogers emphasized the immense value of retaining the services of a broker for first-time franchise owners. She also reminded franchisors to identify a broker who can skillfully navigate you through the process and provide steadfast support along the way.

"Find the right broker — somebody who is truly going to educate you and be there with you throughout the process," said Rogers.

You can watch the full interview above or on [YouTube](#).



2023's Top Franchise Brokers: Heather Rosen

Here's 1851 Franchise's annual roundup of the most popular and effective franchise brokers currently making waves in the industry.

- The Broker: [Heather Rosen](#)
- The Company: [FranNet](#)

1851 Franchise asked Rosen about her experience as a franchise broker, what makes her successful and some strategies franchisors can use to cast their net wide in the search for great franchisees this year.

1851: What makes you successful as a franchise broker?

Rosen: Experience. I have been in this business since 2009. I have counseled hundreds of would-be business owners and met with hundreds of franchisors. I stay on top of the developments in the industry through meetings with the top franchisors, and through the (positive and negative) information my colleagues and I share with each other. I actually dislike the term "broker" because my approach is much more like a recruiting process than a sales process. To me, the only "win" is when the franchisor gets a great franchisee partner who will stay with them for a long time. As a result, I believe in telling both candidates and franchisors the positives and the negatives so that there are no surprises on either end if the candidate ends up joining the franchise. I am also a franchisee with two franchises myself ([FranNet](#) and [CruisePlanners](#)). I have seen a lot of franchisees come and go in both businesses. Many times, I am speaking from personal experience. I believe in the franchise model, but I know that it isn't — and certain types of franchises aren't — right for everyone.

1851: What advice do you have for people wanting to become franchise owners?

Rosen: Talk to at least six franchisees, including the most successful franchisees and those who are struggling. Make sure that you can most closely relate to some of the most successful franchisees in terms of the experience, time/focus, motivation level, willingness to follow rules and capital they had when they started. Also, be prepared to put the most time into your business, doing mostly business development, in the first two to three years. When I talk to people who say they love their franchise but they hate business development and marketing, I assume they are not doing it. Therefore, they are probably unsuccessful. While you do not need to have employees, you always need to do business development and/or marketing.

1851: What does winning look like for you?

Rosen: It's always great when a franchisor tells me that my client is winning awards, but just hearing that my client is still with a franchise after many years is a big win.

1851: What advice do you have for franchisors wanting your help on awarding more franchises?

Rosen: Be frank with me right from the start. If a franchisor has major concerns about my client and there is no amount of money or training that would change that, let me know right away so that I can quickly redirect my client. Or, if the concern is that the client is undercapitalized, let my client know how much more money they would need to raise before a franchise can be awarded and do not waiver from that. Put all of the “bad stuff” out there right away.

1851: How can franchisors better communicate with you?

Rosen: I prefer email communications over calls or voicemail messages, and face-to-face meetings are always the best! Sometimes, franchisors will call or email me, asking for a few minutes to tell me more about their business. I hate to admit this, but I never return those calls because my days are pretty tightly scheduled. If they want me to know more about their franchise, they can always meet with me at one of the two FranNet meetings I attend every year. Or, if they want me to really understand their business and who makes a good franchisee, they can always bring me out to a Discovery Day and let me meet their operations team and some of their franchisees!



2023's Top Franchise Broker: Paul Segreto

Here's 1851 Franchise's annual roundup of the most popular and effective franchise brokers currently making waves in the industry.

- The Broker: [Paul Segreto](#)
- The Company: [Acceler8Success Group](#)

1851 Franchise talked to Paul Segreto about how his 40-plus years in franchising makes him successful as a franchise broker, advice for prospective franchisees and how franchisors can best communicate with him, as well as with their franchisees.

"I think the most rewarding thing about this is seeing those franchisees that you've placed still in the same place year after year, and seeing them continue to grow," said Segreto. "And, of course, referring friends and family to me and to the brands they're working with. The key is developing a long term relationship. That's winning more than anything."

Watch the interview above or on [YouTube](#).



2023's Top Franchise Brokers: Stacie Shannon

Here's 1851 Franchise's annual roundup of the most popular and effective franchise brokers currently making waves in the industry.

- The Broker: [Stacie Shannon](#)
- The Company: [Fusion Franchising](#)

1851 Franchise asked Stacie Shannon about her experience as a franchise broker, what makes her successful and some strategies franchisors can use to cast their net wide in the search for great franchisees this year.

Shannon is not just a franchise consultant; she is also a franchise owner. This combination of roles allows her to empathize with her clients' concerns as they venture into franchise ownership for the first time. Having gone through that experience herself, Shannon can offer solid advice and guidance.

"It is intimidating when you have not been a business owner and you're exploring business ownership for the first time," said Shannon. "But that's where the value of a franchise consultant like myself comes in."

Her message to aspiring entrepreneurs is simple: "Trust yourself and trust the process."

You can watch the full interview above or on [YouTube](#).



2023's Top Franchise Brokers: Sara Waskow

Here's 1851 Franchise's annual roundup of the most popular and effective franchise brokers currently making waves in the industry.

- The Broker: [Sara Waskow](#)
- The Company: [FranNet](#)

1851 Franchise asked Waskow about her experience as a broker, what makes her successful and some strategies franchisors can use to cast their net wide in the search for great franchisees this year.

In order to provide the best and most effective service possible, Waskow believes it's vital to really get to know your clients. As such, Waskow says she spends hours with them to ensure she can help them fully realize their goals.

"I spend a lot of time with them as they go through the process," said Waskow. "I learn from them what they're learning so I can take that information and decide if we're on the right track on the opportunities they're looking at, or if we need to go in a different direction. There's a lot of communication along the way."

You can watch the full interview above or on [YouTube](#).



2023's Top Franchise Brokers: Lisa Welko

Here's 1851 Franchise's annual roundup of the most popular and effective franchise brokers currently making waves in the industry.

- The Broker: [Lisa Welko](#)
- The Company: [Integrity Franchise Group](#)

1851 Franchise talked to Lisa Welko about why prospective franchisees should take their time, advice for franchisors wanting help on awarding more franchisees and what winning looks like for her.

"I think my biggest piece of advice is to know your differentiators, even when you're in a crowded industry," said Welko. "And for us, when we're trying to figure out who we should refer our candidates to, we're looking for the differences. We're looking for, usually, the strength of support of that management team behind the curtain. And I think that for franchisors that are looking to work with brokers, that's what we need to see."

Watch the interview above or on [YouTube](#).