



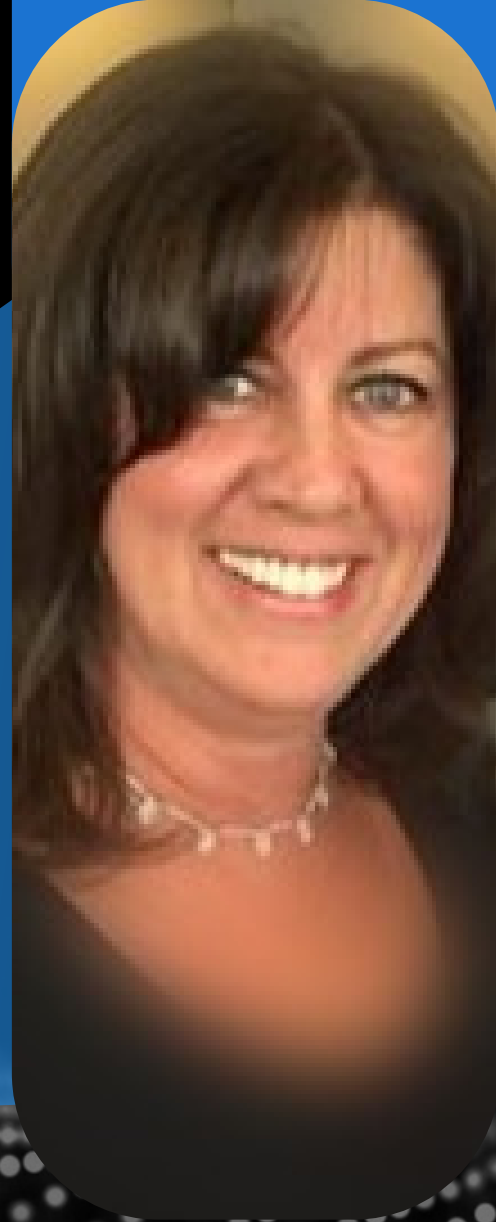
LANCE
FREEMAN

GABBY
POWERS



CHRIS
DAVENPORT

CAROLYN
TEDESCO



FITNESS BEAUTY WELLNESS FRANCHISE SUMMIT

PART 4



MADELEINE ZOOK

HOST

- **MULTI-UNIT & MULTI-BRAND FRANCHISEE, HOME SERVICES**
- **FORMER DIRECTOR OF BRANDS, THRESHOLD BRANDS**
- **DIRECTOR OF MARKETING, NETSERTIVE**
- **HOST, THE ART OF FRANCHISE MARKETING PODCAST**



THE ART OF
FRANCHISE MARKETING



**America's
MATTRESS**



netsertive[®]

verlo[®]
M A T T R E S S

threshold
BRANDS[™]

- LOCALIZED DIGITAL MARKETING: PAID MEDIA,
ORGANIC/SEO & WEB SOLUTIONS

FRANNET
YOUR TRUSTED FRANCHISE EXPERTS



- FACILITATED NEARLY \$2 BILLION IN MEDIA
SPEND THROUGH PROPRIETARY SOFTWARE

- AWARD-WINNING BRAND & LOCATION SUPPORT

RE•BATH[®]

WORLD'S LARGEST BATHROOM REMODELER

**PET SUPPLIES
PLUS**

- DRIVING SUCCESS FOR OVER
100 MULTI-LOCATION BRANDS

**DUDAN
GROUP**



**Inc.
Power
Partner**

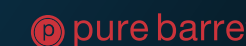


2,850+ LOCATIONS ACROSS 10 BRANDS

FITNESS INDUSTRY

LANCE FREEMAN

PRESIDENT, FRANCHISE DEVELOPMENT



XPONENTIALTM
FITNESS



90+ LOCATIONS ACROSS 3 BRANDS

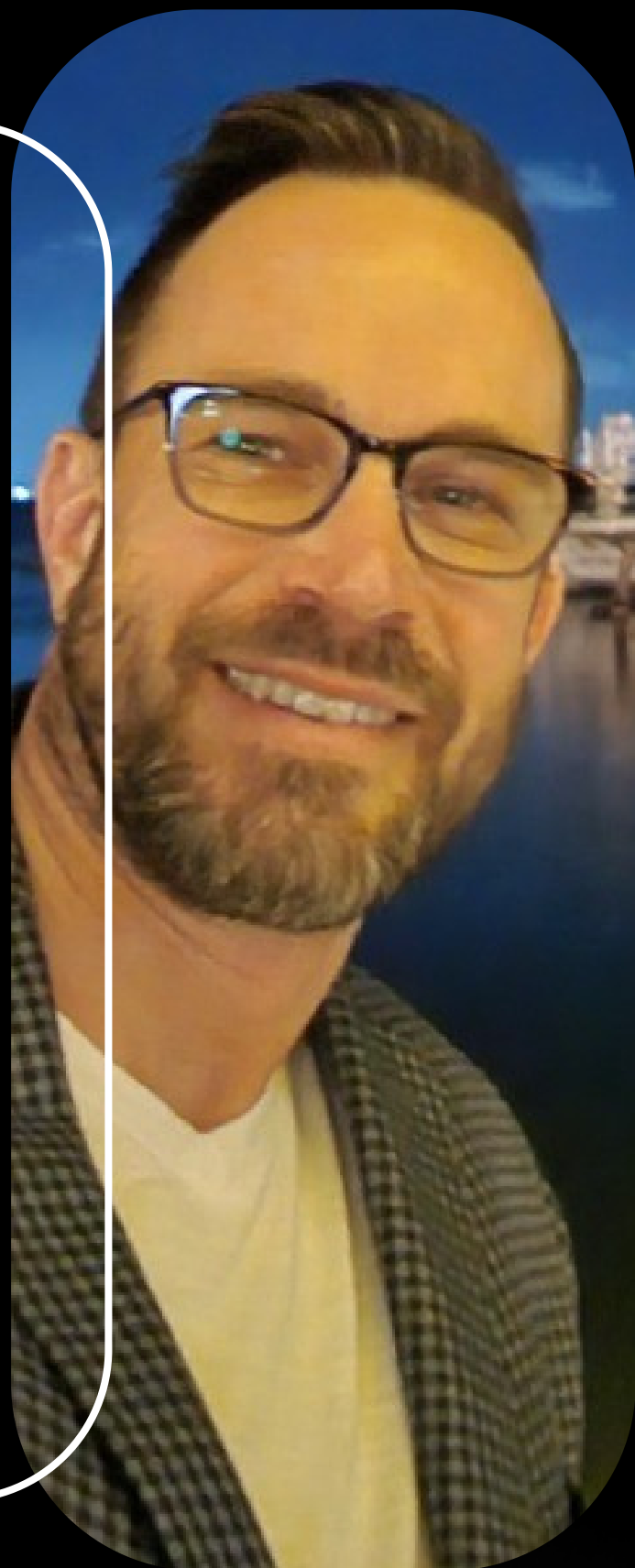
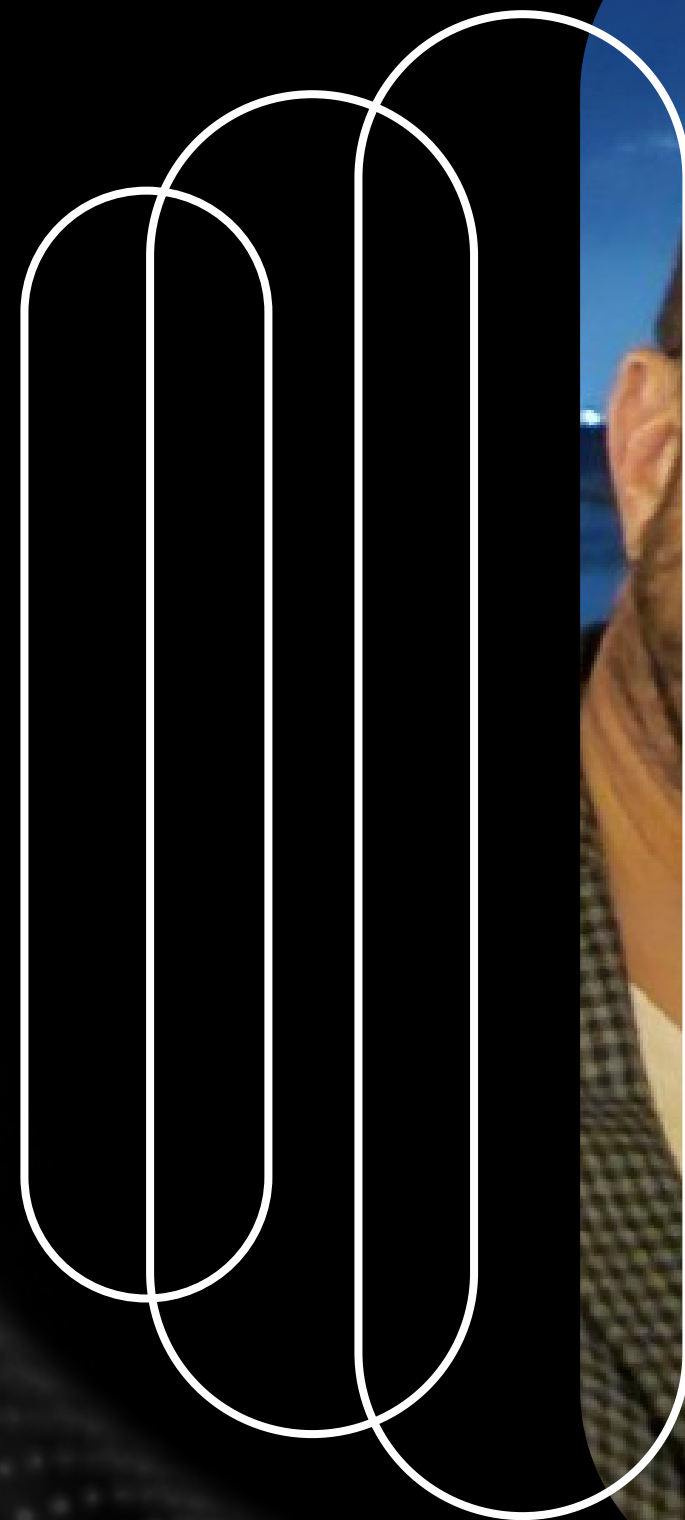
WELLNESS INDUSTRY

GABBY POWERS

DIRECTOR, MARKETING



THRIVEMORE
BRANDS



275+ LOCATIONS

SALON INDUSTRY

CHRIS DAVENPORT

SR. DIRECTOR, FRANCHISE DEVELOPMENT



MY SALON Suite®



150+ LOCATIONS

FITNESS INDUSTRY

CAROLYN TEDESCO

EXECUTIVE DIRECTOR, FRANCHISE DEVELOPMENT

GYMGUYS

**DOMINATING THE WELLNESS MARKET:
LOCAL LEVEL -> SERVICE TO THE CONSUMER
NATIONAL LEVEL -> FRANCHISE TO THE CANDIDATE**

**WHAT NEEDS TO EVOLVE TO
STAY DOMINANT IN THE FUTURE?**

XPONENTIAL™
FITNESS

THRIVEMORE
BRANDS

MY SALON
Suite®

GYMGUYZ®
#1 IN HOME PERSONAL TRAINING



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GABBY
POWERS



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CAROLYN
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FITNESS BEAUTY WELLNESS FRANCHISE SUMMIT

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