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Mark Brandt,
Owner



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ALL AMERICAN FRANCHISE FITS

MATCHING ASPIRING FRANCHISE OWNERS WITH THE RIGHT BUSINESS

The scope of franchising in the U.S. is often narrowly understood. Many aspiring business owners associate it with familiar sectors like food, fitness, automotive or hospitality. In reality, it spans a far broader range of industries, ownership models and investment structures. Understanding those differences—and how they align with a person’s goals, experience and lifestyle—requires more than surface-level knowledge.

That perspective comes naturally to Mark Brandt. A Certified Franchise Consultant and member of the International Franchise Professionals Group, Brandt brings over two decades of firsthand experience building businesses across franchise-like models, startups and corporate environments.

Brandt’s passion for the American Dream is reflected in his independent practice, All American Franchise Fits, through which he extends the same opportunity to those who aspire to business ownership. By offering advice grounded in lived experience, he guides clients through the entire franchising process, from assessing opportunities to making informed choices.

“I don’t sell franchises,” says Brandt. “I help clients find the right business fit by empowering them with the necessary knowledge and tools.”

Brandt works with one of the largest franchise portfolios, spanning more than 600 brands across 70 industries. Instead of steering candidates toward specific brands, he focuses on helping them understand how franchising works and what makes a brand truly viable for them.

A STRUCTURED, EDUCATION-FIRST FRANCHISE DISCOVERY PROCESS

All American Franchise Fits follows a structured discovery process that enables individuals to approach franchising with clarity before commitment. Brandt positions himself as an active resource center throughout the journey, adjusting his guidance as each stage unfolds.

Early conversations are relationship-driven and direct. Brandt outlines exactly who he is, how he operates and what role he will—and will not—play in the decision.

Education anchors the process. Candidates first gain a grounded understanding of franchising fundamentals, including the differences between franchise models and what strong franchisors are expected to provide in terms of support. Real-world value of established systems, including brand recognition, proven operating playbooks, marketing and technology infrastructure, recruiting support and purchasing scale, is examined not as selling points, but as measurable advantages.

Brandt also prepares candidates for the competitive nature of franchising. Strong brands are selective, territories are limited, and success often depends on how well candidates present themselves and demonstrate long-term alignment with the brand. He frames the discovery phase as a two-way interview, coaching candidates to approach franchisors with the same level of preparation and professionalism expected in competitive hiring processes.

A critical aspect of the discovery process is the quality and integrity of All American Franchise Fits’ inventory. Brandt takes the time to visit franchise operations, meet management

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teams and observe job sites, thoroughly vetting the brands he represents. By gaining a deep understanding of their leadership, values and business models, he ensures alignment not only in structure but in culture, too.

For brands he is unable to visit personally, he relies on a well-defined process that equips candidates to conduct their own due diligence, teaching them which questions to ask and how to gather meaningful insights to assess whether a franchise is the right fit.

After the educational foundation is in place, and prior to introducing franchise models, a comprehensive Q&A session is conducted to understand the candidate's background, motivations, industry interests and financial readiness.

Brandt confirms territory openness within days by leveraging availability data across more than 600 franchise brands, saving candidates from investing time and emotional energy into brands that are already closed in their markets. Once the relevant franchises are presented to clients, they typically narrow their interest to a handful of brands for deeper exploration.

At this stage, Brandt steps back, shifting into a supporting role. Mutual fit becomes central, with both parties evaluating whether the opportunity aligns with their respective goals and expectations.

“It's up to the candidate and the brand to decide if the fit is right,” Brandt says. “I don't intervene in that decision because it has to be organic.”

Candidates who decide to move forward gain access to Brandt's expert network of funding, legal and accounting partners. The entire process is offered at no cost, reinforcing Brandt's commitment to education without pressure. Removal of financial obligation from the discovery phase allows individuals and families to objectively evaluate ownership before committing.

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EXPERIENCE-DRIVEN GUIDANCE, REFLECTED IN REAL OUTCOMES

The structure and discipline behind All American Franchise Fits are rooted in Brandt's path through nearly every form of business ownership. Long before launching All American Franchise Fits, he experienced entrepreneurship from multiple vantage points; operating within a franchise-modeled system, building companies from scratch, scaling an angel-funded startup and navigating the challenges of corporate America. Those experiences inform how he analyzes opportunity, risk and fit, and they surface clearly in the outcomes his clients achieve.

Brandt's entrepreneurial journey began in college, where he entered business ownership through a franchise-like dealer



model selling kitchenware door to door. Strong performance led him to invest personal capital to run his own territory, gaining firsthand experience with the balance franchising offers—independence supported by an established brand, systems and infrastructure.

His later attempt to build his own kitchenware business deepened his understanding of the challenges of building a business from scratch and the importance of aligned partnerships. Brandt then joined an angel-funded startup, helping scale a division to more than \$20 million in revenue before a private equity acquisition. By his early thirties, he had experienced a range of ownership models.

A brief stint in corporate America followed, but limited autonomy and misaligned incentives reinforced what he already knew; long-term fulfillment comes from ownership, not employment.

Brandt's experiences are reflected in the profiles of clients All American Franchise Fits works with today. One example involves a former corporate professional who approached Brandt to explore franchising but quit the discovery process after being offered a higher-paying corporate role. Brandt respected his decision and maintained the relationship.

A year later, the client returned, seeking a renewed path out of corporate life as internal politics and leadership challenges intensified. In the interim, Brandt had continued expanding and rigorously vetting his franchise inventory. One of the opportunities aligned closely with the client's background in commercial real estate and professional network. Upon in-depth exploration, the client found it to be the perfect fit. He invested in multiple territories and began building the business.

Another case involved an Army veteran transitioning out of the oil and gas industry. Frustrated by workplace treatment and seeking a niche business with real community demand, the client entered the discovery process with a clear desire for change. Brandt introduced him to a biohazard cleanup franchise that perfectly aligned with the candidate's military background and operational mindset. The business launched successfully,

expanded into additional markets within its second year, and generated income that ultimately surpassed the client's previous earnings.

In both cases, outcomes were shaped less by industry familiarity and more by alignment between background, motivation and business model. Brandt's ability to recognize those connections stems from having navigated similar crossroads himself. The result is a body of work defined not by volume, but by relevance, where business ownership becomes a deliberate choice.

SCALING EXPERTISE AND EXPANDING OPPORTUNITIES

All American Franchise Fits is poised for continued growth, guided by the same principles of education, objectivity and alignment that have defined its service model since inception. Brandt remains committed to expanding his carefully curated inventory of franchise brands, and takes a hands-on approach to vet each opportunity, meet leadership teams and ensure candidates are introduced only to businesses that meet his standards for quality and support.

Technology is a key focus for the next phase of growth. The plan is to integrate AI into the discovery process to improve efficiency, scale matchmaking, and give candidates faster access to relevant data and insights. This will allow All American Franchise Fits to maintain the personalized guidance candidates expect while reaching a wider audience and delivering richer educational resources.

Brandt envisions building a team to support the expansion, strengthening internal capabilities without compromising the company's hallmark of one-to-one mentorship. The business model continues to prioritize zero-cost guidance, empowering candidates to freely explore opportunities, make informed decisions and pursue ownership with confidence.

All American Franchise Fits' recognition as the Top Business Franchise Consulting Service Provider 2026 reinforces Brandt's service excellence and his education-centered approach to franchise consulting. **BM**