



We Sell Restaurants Brand & Style Guide

We Sell Restaurants' logos and name are subject to Federal Trademark laws and may only be used by authorized parties - our agencies, partners and other organizations who have written permission to do so.

WE SELL
RESTAURANTS

OUR COMPANY

We Sell Restaurants has carved an unparalleled niche in the industry as the nation's leading and only business broker franchise focused on restaurants. Today, We Sell Restaurants is a vibrant and innovative company that operates in 45 states nationwide and delivers on the founder's vision to Sell More Restaurants Than Anyone Else. PERIOD

With top-flight experience crafted over decades of selling restaurants, along with previous expertise working in small businesses and in senior leadership roles for a Big 5 Accounting firm and a major Fortune 100 company, We Sell Restaurants leadership has deep financial, branding and marketing experience in restaurants, and small and big business. This collective experience allowed them to take the fragmented brokerage market and build a specialized practice for selling only restaurants with a systemic approach never before seen in the industry



Meet the Founders






Eric Gagnon is a CFE or Certified Franchise Executive. He serves on the VetFran Committee of the International Franchise Association or IFA. He has his Certified Business Intermediary (CBI) designation from the International Business Brokers Association and has been named a Fellow of the IBBA, an honor bestowed upon those who have made an outstanding contribution to the industry.

Robin Gagnon is a CFE or Certified Franchise Executive. She chairs the Women's Franchise Committee of the International Franchise Association and serves on the Board of Directors of the IFA. She has been designated a Certified Business Intermediary from the IBBA and also holds an MBA. She was named by Entrepreneur as one of the "Top Influential Women in Franchising."

OUR MISSION

SELL MORE RESTAURANTS THAN ANYONE ELSE. PERIOD

OUR CORE VALUES

-  We know every day is game day and act accordingly.
-  We treat each other, our clients, and internal clients by the Golden Rule
-  We act with integrity and only make agreements we are willing and able to keep
-  We are the brand and are passionate about sales results.
-  We create a customer service experience worth sharing



OUR LOGO

Our logo and the words, "We Sell Restaurants" are federally registered trademarks and may only appear in conjunction with our brand for business brokerage services. The logo should always appear with the registered trademark symbol.

Example 1 - No border



Example 2 - With border



Example 3 - Within Circle



Example 4 - Kinife & Fork



Certified Restaurant Broker



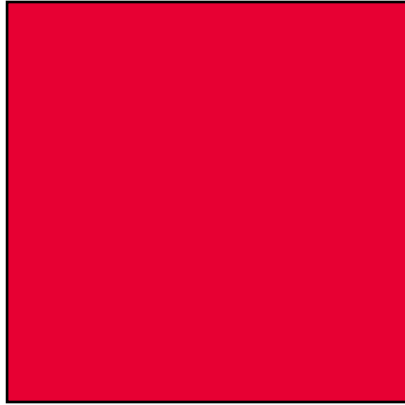
Word Marks

We Sell Restaurants

Certified Restaurant Broker

Certified Pre-Owned Restaurant

CORE COLORS



#E70033



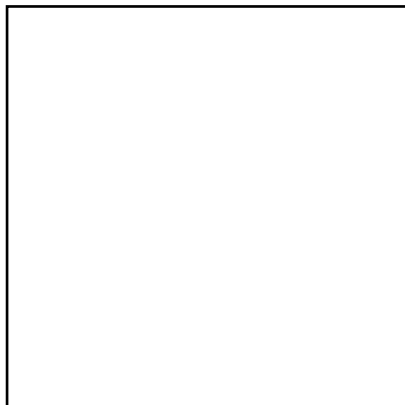
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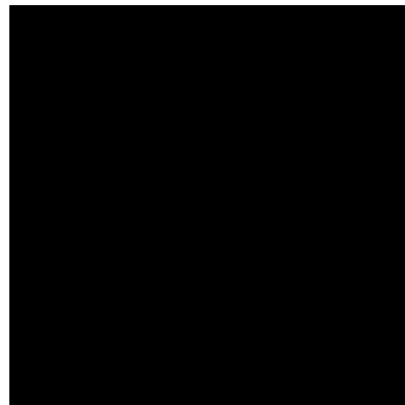
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