

A Career Pivot from the Auto Industry to Restaurant Ownership, with Plans to Expand

Davie, FL	Franchise Resale	Ken Eisenband
Location	Sale Type	Broker

The Opportunity

Franchise resales offer a buyer something that a new franchise agreement cannot: an operating location with existing staff, existing customers, and an existing track record. When this Davie, FL franchise store came to market, it represented exactly that kind of opportunity. The concept was proven. The infrastructure was in place. What it needed was a new owner with the drive to grow it.

Ken Eisenband of WSR FL Broward Palm Beach identified a buyer who fit that profile precisely: someone who had spent years building operational and management skills outside the restaurant industry and was now ready to put those skills to work as a business owner.

Why the Owner Sold

The seller came to restaurant ownership from a retail management background, bringing with him a strong foundation in operations and customer-facing business. His decision to sell was not driven by underperformance or dissatisfaction with the concept. He was moving on to pursue other business opportunities.

That kind of exit, where a seller is stepping toward something rather than away from a problem, typically produces a well-maintained asset and a motivated counterparty. The business was in a position to be handed off cleanly, and the seller was ready to move.

The Sale

Ken Eisenband managed this transaction from listing through closing, matching the franchise location with a buyer who had a clear vision for where she wanted to take it. The new owner spent years working in the auto industry, an environment that rewards process discipline, customer relationship management, and performance under competitive pressure.

Her decision to buy this franchise store was the culmination of a deliberate goal: to own her own business. And she is not thinking small. Her plan is to acquire additional locations in the future. This acquisition is the first step in a multi-unit ownership strategy, not a one-time purchase.

Why the Buyer Said Yes

The new owner evaluated this opportunity with a specific set of priorities in mind:

- Business ownership on her own terms, with a proven franchise model as the foundation
- A platform she could actively improve through facility upgrades and local store marketing
- A scalable entry point into multi-unit ownership, with the intent to acquire more locations

Her approach is not passive. She came into this acquisition with a growth plan already in place, targeting increased sales through tangible operational and marketing improvements. That level of intent is a strong indicator of post-close success.

Key Takeaways

- Sellers who exit to pursue new opportunities rather than escape a struggling business tend to leave behind well-maintained assets and create cleaner, faster transactions
- Buyers with retail or service industry management backgrounds often transfer skills directly into franchise ownership; customer management, staff leadership, and operational consistency translate across industries
- A buyer who enters with a multi-unit growth strategy signals long-term commitment and operational seriousness, which benefits both the franchisor and the deal
- Facility upgrades and local store marketing are among the highest-return levers available to a new franchise owner; buyers who identify them before closing arrive with actionable momentum
- Franchise resales allow qualified buyers to skip the startup phase and step into an operating business with brand recognition, systems, and customers already in place

Frequently Asked Questions

Why did the seller choose to exit this franchise location?

The seller came from a retail management background and made a deliberate decision to pursue other business opportunities. This was a forward-looking exit, not a reactive one. Sellers in this position typically leave behind a well-run operation and bring a cooperative disposition to the closing process, both of which benefited the transaction.

What does an auto industry background bring to restaurant franchise ownership?

Years in the auto industry build a specific kind of professional. The environment is competitive, process-driven, and customer-focused. It demands accountability, consistency, and the ability to manage both people and performance metrics. Those are exactly the skills that translate into successful franchise ownership, where systems discipline and customer experience are the primary drivers of results.

What is the new owner's plan for growing the business?

She has identified two specific levers: upgrading the facility and investing in local store marketing. Both are proven drivers of sales growth in franchise restaurant environments. Combined with her operational background, these initiatives position her to build on the existing customer base and increase the location's overall performance.

What does this sale say about the franchise resale market in South Florida?

Broward County continues to attract qualified buyers who are ready to move from careers in other industries into business ownership. The South Florida market supports franchise concepts with strong brand recognition, and buyers who enter with capital, operational experience, and a growth plan are finding real opportunity in the resale market.

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