

McKinney, TX Restaurant Resale: A Co-Branded Deal That Took a Team to Close

McKinney, TX	Co-Branded Restaurant Resale	Jason Kullman, WSR TX Frisco
Location	Sale Type	Broker

The Opportunity

McKinney, Texas sits at the heart of one of the fastest-growing corridors in the Dallas-Fort Worth metroplex, and co-branded quick service concepts continue to find strong footing here as the population expands. A Jamba and Auntie Anne's co-branded location in a market like this represents exactly the kind of opportunity that draws buyers looking for an established footprint in two recognized national brands under one roof.

Why the Owner Sold

The seller came to this restaurant from a background in logistics, a different industry entirely, and built the co-branded location into a functioning business in a growing Texas market. His decision to sell was not about the performance of the restaurant. He wanted to shift his focus to a new restaurant concept in his hometown, a move that reflects a personal and strategic pivot rather than a business in trouble. Owners who sell to pursue a different vision are typically leaving behind a business that is stable enough to hand off cleanly, and that was the case here.

The Sale

This was a two-store deal, which meant two separate landlords and two separate lenders had to be coordinated at the same time. Multi-location transactions carry that kind of layered complexity by nature, and this one moved forward only because both sides stayed fully engaged throughout. Buyer and seller remained readily available at every stage, joined weekly conference calls, and kept communication open as new questions and challenges came up. That consistent, team-oriented approach is what kept the deal on track through two sets of landlord and lender requirements running in parallel.

Why the Buyer Said Yes

The buyer came from an IT background and was specifically looking to get into the Jamba franchise system. A co-branded Jamba and Auntie Anne's location in a growing market checked both boxes at once: an entry point into the brand he wanted, paired with the added revenue potential of a second concept operating under the same roof. For a buyer stepping into restaurant ownership from outside the industry, that combination of brand recognition and built-in growth potential made the decision straightforward.

Client Testimonial

“Five stars isn't enough for Jason at We Sell Restaurants! We had a very difficult transaction selling our Jamba/Auntie Anne's locations, and Jason was the glue that held it all together. He went completely out of his way. Even helping the buyers uncompensated when they needed guidance, just to ensure the deal closed. From jumping on 8:30 PM weekly calls to answering questions day or night, his dedication is incredible. If you need a business broker who will relentlessly push your franchise deal to the finish line, Jason is your guy.”

— Shawn Bowling, Seller

Key Takeaways

- Co-branded locations in growing markets attract buyers looking for built-in brand recognition and diversified revenue in a single footprint
- Two-store deals with separate landlords and lenders require constant coordination, and weekly communication between buyer and seller keeps that complexity from becoming a bottleneck
- Sellers who exit to pursue a new venture, rather than to escape a struggling business, tend to leave behind operations that transition smoothly to new ownership
- Buyers coming from outside the restaurant industry, like an IT background here, can move confidently into franchise ownership
- when the brand and the opportunity align with what they set out to find
- Hands-on broker involvement, including support that goes beyond the scope of the transaction itself, is often what carries a complex deal to closing

Frequently Asked Questions

Why did a two-store, dual-landlord deal come together successfully?

Because both parties treated the transaction as a shared effort from start to finish. Weekly conference calls, open communication, and consistent availability from buyer and seller meant that issues with either landlord or either lender were addressed quickly instead of stalling the deal.

What made this an attractive acquisition for the buyer?

The buyer wanted into the Jamba franchise system specifically, and this listing offered that entry point along with the added value of a co-branded Auntie Anne's operation in a growing market, giving the business two revenue streams under one roof.

Why did the seller decide to exit now?

The seller, who came into the restaurant business from a logistics background, chose to sell in order to focus on a new restaurant concept in his hometown. It was a forward-looking decision rather than a response to underperformance.

What role did the broker play in getting this deal closed?

Jason Kullman of We Sell Restaurants Texas Frisco managed the transaction through weekly calls and constant communication with both parties, and according to the seller's feedback, went beyond the scope of the deal itself, even assisting the buyer at points to keep the transaction moving toward closing.