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## Sabre RE Group launches franchising platform with Gardner and QSR Franchise Development Group

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**New York, NY** Sabre Real Estate Group is launching a new service platform for the franchising industry through a strategic partnership with Steven Gardner and QSR Franchise Development Group.

The new venture, SABRE Franchise Development Group, enhances the retail real estate and franchise expertise of SABRE with the franchising development and relationships of QSR and its founder, franchising specialist Gardner. The companies have been working together for a very long time and share many clients.

“This new venture will give us more bandwidth and experience to assist companies with strategy, franchise sales and brand development, working with both seasoned and emerging brands that utilize franchising to expand,” said Sabre co-founder and CEO Jayson Siano. “We are very passionate about the franchise industry and believe that our experience, combined with our national reach, creates a unique platform.”

Siano said, “The real estate process goes hand in hand with franchise development, strategy and sales. This became very apparent to me when I was engaged by Massage Envy in 2007 to help them divide several states into territories for license sales.”

Sabre's real estate work with potential franchisees helped them get a comfort level to commit to the franchise, Siano said. "This is good for everyone involved."

Sabre has successfully helped franchisors; area developers and franchisees develop their strategies across the U.S. since the early 2000s, assisting such franchises as Massage Envy, European Wax Center, Orangetheory Fitness, Amazing Lash Studio, F45 Training and Blink Fitness.

Gardner, who has been involved in the franchise industry for almost three decades, has worked with national and regional brands in quick-service and fast-casual restaurant concepts. His efforts have included taking emerging brands from inception and registration through sales and development, training marketing, real estate and mergers and acquisitions. "We work as an extension of the franchisor's team," said Gardner.

Gardner said his team's combined 100 years of experience includes work at Invite Health, Papaya King, 16 Handles, Energy Kitchen, Stewart's All American, Fresh and Co and Subway.

"We're leveraging our services together," Gardiner said of the new venture, noting that Sabre Franchise Development Group potentially will offer development services to franchises businesses beyond retail, restaurants and fitness.

The two firms have worked cooperatively in the past. Siano said. "We decided a strategic partnership would allow us to take everything to a new level. We are making it official with SABRE Franchise Development Group to help our clients nationwide."

Sabre Franchise services will include helping concepts decide if franchising is optimum for their preferred growth strategy; team development, franchise preparation/licensing and operations.

"Steve Gardner is one of the top franchise executives in the business with a proven track record," Siano said. "He always operates in the best interest of his clients, which is why I love to work with him. It is very comforting to know that if I make an introduction to Steve I know that my client or relationship is going to get the best level of service possible."

Siano said Gardner's additional services and experience available to Sabre's stable of national clients will include helping concepts decide if franchising is optimum for their preferred growth strategy; team development, franchise preparation/licensing and operations.

The new venture also will assist with franchise sales and brand development, working with both emerging and seasoned brands that have elected to use franchising as a distribution vehicle.

The potential market for the new venture is huge. Nearly 14,000 franchise businesses opened in the U.S. by the end of 2018, across all categories, according to a report published by the International Franchise Association and IHS Markit Economics. A strong economy, tax reforms and a favorable regulatory environment are aiding franchise expansion, which was expected to accelerate by the end of 2018 to about 1.9 percent from 1.6 percent to bring the total number of U.S. franchise businesses to around 759,200.



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