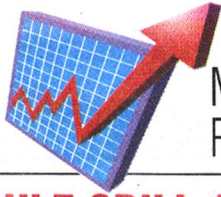


LADY LAKE

TALLAHASSEE



Market Review / B2

Money

garymaitland@dailycommercial.com



www.dailycommercial.com

B1
DAILY COMMERCIAL
Sunday, April 24, 2011

MANAGING EDITOR GARY E. MAITLAND
■ 352-365-8250

GULF SPILL AFTER 1 YEAR: BP sues partners / B4 >>

MOUNT DORA

Beef 'O' Brady's looks for owner, home

Theresa Campbell | Staff Writer
theresacampbell@dailycommercial.com

Wanted: A qualified franchisee willing to open a Beef 'O' Brady's in Mount Dora.

James Walker, chief development officer for the chain of family sports pub restaurants, believes Mount Dora would be the perfect site for a Beef 'O' Brady's, known for its Buffalo chicken wings, sandwiches, and other fare, and a place where kids (and parents) say they have a blast in the game room, and where they can watch a big game on TV.

"Mount Dora is a great, family-oriented town that shares our values, so it's a natural fit for us," Walker said. "We're the place where families, local sports groups and friends can come together and enjoy great food in a dynamic environment. When we are looking to expand, we look for communities populated with many families, established youth sports leagues, church and community groups that are in need of a great place to eat and watch their favorite sports team with the entire family."

He said the company is "extremely selective" about where they open new restaurants, yet "Mount Dora fits the mold of our strict criteria perfectly."

Beef 'O' Brady's will open in Mount Dora once a qualified owner is found, he said, someone who is invested in Mount Dora and has "a passion" for owning their own franchise.

"Currently we are looking for franchise owners who share our values and meet our strict criteria," Walker said, adding that townsmen and city leaders can help in the search by finding and identifying possible franchisees.

The company wants someone who will be devoted to the business.

"There is no substitute for an active and involved franchisee," Walker said. "They need to be at the restaurant when customers are there so they can create and strengthen relationships with their customer base. They also have to be



PHOTO PROVIDED

James Walker, Beef 'O' Brady's chief development officer, sits at a table in one of the restaurants.

active in the community and visit local schools, organizations, churches, businesses, etc. It is not necessarily the quantity of the hours they work but the quality of the time they put in. In fact, a lot of our most successful franchisees do not consider work as much as entertaining their friends at their Beef 'O' Brady's."

According to the company's website, to open a Beef 'O' Brady's restaurant, operators must have a \$125,000 in liquid assets, a minimum net worth of \$250,000, an interest in becoming an integral part of the community, a love of people and sports, and a strong work ethic.

The company does have a list of finan-

cial lenders that it has worked with in the past, and Beef 'O' Brady's is a preferred brand with the Small Business Administration and other lenders. The company said it works with the franchisee in finding the best site for the restaurant and helps the owner through the real estate process and lease term negotiations.

Walker said it was through extensive research on Mount Dora's demographics that it was determined that the area was ideal for a Beef 'O' Brady's.

"Generally, we look for communities where there are at least 30,000 people, a

There is no substitute for an active and involved franchisee. They need to be at the restaurant when customers are there so they can create and strengthen relationships with their customer base.

— James Walker,
chief development officer for the chain of family sports pub restaurants

SEE BEEF | B2

BEEF

CONTINUED FROM B1

median household income in excess of \$50,000 and promising growth in the population base within the trade area," Walker said. "In addition, because we value creating strong ties

within the community through sponsorships of local sports organizations, community groups, schools and non-profit organizations, we also look for neighborhoods that are eager for our involvement in the community as well."

The company currently has its sports pub restau-

rants in more than 220 locations in 21 states.

Walker said the company has been doing just fine in the tough, economic downturn.

"Beef 'O' Brady's has always been about value, and I think it's the combination of quality, service, and value that has allowed us to out perform the industry in these times," he said, adding that the restaurant is well received in its markets.

"Cities are excited to have a strong brand looking to setup shop in their markets," Walker said. "We're creating jobs and bringing in money for local contractors, which is always welcomed news in any market."

The chief development officer said 2011 has started out great for the company.

"We see an even brighter future," he added.