

INSPIRATIONAL Franchise Owners



GRAND WELCOME

Grand Welcome has been a thriving vacation rental manager for 10-plus years. Brandon Ezra, CEO, started the company with condominiums in Mammoth Lakes, California, and the company eventually grew to one of the largest vacation rental companies in the area.

Today, the company boasts over 1,500 vacation rentals managed through its locations. Ezra believed the brand's operating system was ideal for franchising, and since 2020, has welcomed over 70 new franchises to the Grand Welcome family in order to further company growth.

The company's success comes from the unique combination of national and local ownership. Grand Welcome's robust business strategy provides franchisees with a competitive edge that independent owners cannot match. Through a strong ecosystem of partnerships, technology and expertise, Grand Welcome ensures every aspect is handled with care and maintains a personal touch that sets it apart from its competition.

The brand's franchisees are supported from the minute they are approved. Each franchisee is immediately set up with Grand Welcome's franchise success team, which is made up of industry experts across sales, operations and finance. In the first 60 to 90 days, new franchisees will engage in virtual coursework, one-on-one mentorships, group engagements and on-site training in Palm Springs, California. These programs ensure that new franchise owners are able to manage every aspect of their business, from sales to operations.

Once live, franchisees will work with Grand Welcome's revenue optimization team to build out home listings and promote them across a variety of channels, including Airbnb and Vrbo. They'll also have access to the company's guest services resources to

ensure they're delivering the highest possible standard of hospitality.

The support received from Grand Welcome's corporate team is part of the reason the brand's franchisees have won the International Franchise Association's Franchisee of the Year award multiple times. However, despite all of the achievements and accolades, the company is most proud of the people they get to work with.

"The incredible talent and passion we see in our franchise owners is an inspiration to us and to see it recognized by the greater community is incredibly humbling," said Matthew Clare, senior vice president of commercial. "There is nothing more exciting than helping a new business owner get started and thrive in an industry as fun as this one."

Shelby Green

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