



# THE Franchise Educator

Trusted Expertise • Reliable Guidance

## REFERENCES - Telanda Sidari

"Telanda's capability of helping individuals match their skill sets, personal desires and family's needs with the franchise that will fulfill their goals is a genuine gift. I have had the pleasure of working with Telanda for years and am very comfortable recommending her."

Doug Schadle  
CEO-Rhino 7 Franchising

"I highly recommend Telanda Sidari if you are considering a franchise. She really helped me to focus on my priorities, to make better decisions, and clarify the whole process. Telanda stayed committed through the course and was encouraging without being overbearing, even when I stepped away for an extended period of time. I always felt she had my best interests in mind. I have no doubt she will find the right business for you as she did for me."

Brian Prevost  
Owner The Dog Stop Franchise

*I had experience working with Telanda years ago when she and her husband owned a CertaPro Painters franchise. I have many positive memories of our business interactions. I found Telanda to be very open and honest, even in tough situations. She always strived to stay positive and upbeat. Telanda seemed to have a strong grasp of the business and had no problem rolling up her sleeves and getting involved. Another thing I would say is Telanda is extremely dependable, follows through on her commitments and is tenacious in accomplishing her goals. I would absolutely recommend Telanda based on her strong character and values set.*

Jeff Rendell  
CertaPro Painters  
Sr. RVP Operations

"I have had the pleasure of working with Telanda Sidari. Telanda's insight into her clients personal makeup to help determine the best business opportunity is priceless. She is extremely valuable and really cares about her clients. She has a great understanding of people and businesses across industries. I highly recommend Telanda in her role."

Wendy Skemer, MBA  
Sr. Consultant Benetrends

"I guess the best way for me to describe how easily Telanda is able to connect with people from all walks of life is to share a personal story. The very first time I met Telanda was during a full day business meeting. We spent about 8 hours together. At the end of the meeting I didn't want our time to be over so I offered to take her to the airport instead of a car service. On the ride, I said, I know this is weird cause we just met, but I really want you to come to my wedding next month, I feel like I've know you forever and even though I haven't, I know that now I will!"  
I think that sums up the magic that is Telanda! She has a way about her that puts people at ease and I'm proof of that!"

Lisa Kornstein – Kaufman  
Founder of Scout & Molly's Boutiques

"Telanda is one of the gems in the franchising industry! She is at the top of the game with her strong communication and relationship management skills to help navigate her clients in making the best decisions that fit their lifestyle needs and goals."

Best regards,

Jen Olson  
Director of Franchise Development Regis Corporation  
SmartStyle | SuperCuts

"Telanda has been a pleasure to work with in my role as a franchise developer for a national fast casual healthy super-foods restaurant. Telanda recently recommended our brand to her client and she was able to quickly help them mark off many check list items to see if our concept was a good fir for their business goals. Through her prior experience as a franchisee and developer for a high fashion retailer, Telanda has gained a thorough understanding of what business success looks like for a franchisor franchisee relationship. Above all this – Telanda demonstrates high standards, is fun to work with and delivers on her promises."

Michael Tilbrooke  
Franchise Development | Vitality Bowls

"I had the pleasure of working with Telanda several years ago regarding the purchase of a franchise. She went above and beyond to make sure the we comprehended all of the details, always returned phone calls in a timely manner, was professional, caring and truly vested in helping us. Can't say enough wonderful things about her and so pleased that we became friends and are still in touch several states away!"

Sally M. Webber  
Owner  
Scout & Molly's Boutique Annapolis MD

"Working with Telanda has been a great experience. From the fantastic event she organized in Columbus, OH to her thoughtful follow up emails, she is always engaged and focused on delivering the right candidates to the appropriate business opportunity. I look forward to working with Telanda in the future and adding more excellent franchisees to The Dog Stop family."

**Jesse Coslov**  
CEO/Co-Founder, The Dog Stop®

"I have worked with Telanda on several different occasions. She is a true professional; deeply committed to her clients and extremely responsive. I enjoy and respect the work that she does."

Ralph Nilssen  
Guidant

"Telanda's warmth and kindness, along with her knowledge of the franchise industry is an asset to anyone looking for help to find the right franchise. Additionally Telanda has integrity, something that is often lacking in the franchise industry. I highly recommend her."

Nancy Lanard  
Franchise Attorney  
Lanard & Assoc.

"Telanda brings a very unique perspective to franchising as she has been a franchisee, a development manager, and now a coach. This type of experience is invaluable when navigating the current franchise landscape! Telanda is the right person to guide a prospective owner through this life changing event."

Trevor Steenholdt  
Development Manager  
Home Care Assistance

"If you are reading this and thinking about retaining Telanda as an advisor to help you with your franchise investigations STOP what you're doing and call her. There are very few people in the USA who have the integrity, knowledge of franchising and breadth of experience in working with clients. She is a true professional and has my full endorsement. On top of her experience, legions of successful clients and a direct line to hundreds of CEOs of major franchise companies she's a true delight to work with! You'll have a smile on your face the entire time you're getting educated about business ownership. She has walked the walk and will help you too!"

Nick Neonakis  
CEO | The Franchise Consulting Co.  
Author of The Franchise MBA

"Telanda successfully guided me through the education process when I bought my franchise in 2016. She is very knowledgeable and friendly. Great to work with!"

Susan Williams  
Scout & Molly's franchisee | Leawood, KS

“Telanda is a true professional. She is a great communicator and extremely detailed orientated when working with her clients”

George K. Jones  
CEO / President  
All American Steakhouse

“Telanda is one of the VERY BEST in franchise consulting. Her relentless pursuit of education on the franchise brands, her attendance at franchise shows and overall approach to franchise consulting always has her clients best interest in mind. If you are looking to get more educated on the franchise industry or want to own your own future with a franchise you can't go wrong working with Telanda. She is high on my recommendation list!!”

Ryan Zink  
CEO | Franchise Fastlane, Inc.

“One of the best things I have done is working with Telanda. She helped us get and work through so many potential opportunities. Thanks to Telanda! She was able to get us with one that just launched their franchise model and was perfect for us. Thank you for sticking with us and helping us find this amazing opportunity.”

Will & David Thorn  
NuVinAir | DC / VA Area

“Telanda was fantastic to work with in bringing us a new member to the Senior Helpers family. I would highly recommend her to anyone looking for the right opportunity to become a business owner.”

Rob Cantrell  
VP of Franchise Development  
Senior Helpers

“Having worked directly with Telanda, 'The Franchise Educator', has been an honor to see and work with someone so passionate about franchising and her relationships with franchisors and franchisees. She is a true talent and understands her clients needs and wishes to ensure the perfect match. I would highly recommend 'The Franchise Educator'!”

Brian Garoutte  
VP Franchise Development | Rhino7 Corp.

“Telanda is a fabulous resource for someone exploring business ownership. With so many different types of franchises available today, it is challenging for most to navigate through the due diligence process on their own. Having a knowledgeable professional who has years of franchise experience providing guidance is vitally important. I highly recommend Telanda to anyone seriously considering owning a franchise.”

Eric Martin | VP of Franchise Development  
Lawn Dr. & Mosquito Hunters