

## Take 5 Oil Change to invest \$15 million into up to 20 new Orlando locations

Ryan Lynch | March 8, 2019



Take 5 Oil Change is making a huge investment into the Orlando area with 20 stores planned.

The chain, which is a subsidiary of Charlotte, N.C.-based Driven Brands Inc. with 350 stores in 19 states, expects to add up to 200 jobs with its increased presence over the next few years. In total, the

additional stores would represent an investment of \$15 million by the company in Orlando, a major addition to the five locations the store currently has here, said [Logan Sumner](#), director of business development for Driven Brands.

"We want to be able to continue to develop stores there as the market continues to grow. We expect to open additional locations either late this year or early next year."

Here, Sumner talks about what made Orlando a favorable market and other areas Driven Brands is looking at for expansion:

**Which areas are being targeted in Orlando?** When you look at central Orlando, there's a lot of opportunity in Winter Park, Oviedo, Altamonte Springs, out in Dr. Phillips, a couple locations by the airport and even Kissimmee. These are all locations that we are really excited about. It's a growing market, and we think that Take 5 is the right brand to be in Orlando.

**What factors made the Orlando market make sense for you?** We acquired the business in 2016 and had 65 locations at the time. The business was founded in the Metairie, La., area outside New Orleans. We've grown strategically in contiguous markets geographically through acquisitions and new stores. We have almost 20 locations in the Tampa market, a large presence in the north side of Orlando up into Jacksonville, and even in Ocala and Daytona Beach. It really is a natural fit for us to build on the success we have had in large Florida metro areas.

**How do you select sites?** We take a very data-driven approach to site selection. We have specific criteria we are looking for in terms of population, traffic count, areas with retail synergies and the competitive landscape. All of these and more are taken into account before we get out there to the markets.

We have a road map of where we would like to grow, and we work very diligently to select the right locations within those areas.

**What kind of challenges will be unique to the Orlando market?** I think Orlando will be a very competitive market. With Take 5, we are looking for the same quality locations where you may find a Starbucks or a Chick-fil-a on. In markets that are rapidly growing with a large population like Orlando, there's always going to be competition for those sites. In developed markets, you just have to be patient to find the right location.

**How will you approach creating those 200 jobs?** We are creating jobs where we can train anyone to operate our facilities. We have a detailed training program and career path in place for technicians to grow from an entry-level position all the way up to store, district or regional manager. It's not a limiting factor in terms of it being a skilled position only.

**How much of an investment will each store represent?** The range is around \$650,000 to \$850,000. If you take the middle, \$750,000 is kind of the expected initial investment per location. If you use that [figure], we will invest about \$15 million total if we open 20 locations.