

## Beef 'O' Brady's: Well done!

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by **Josh Morton** August 1, 2014

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(Photo: Ben Twingley / [twingley@pnj.com](mailto:twingley@pnj.com))

Tracy and Tamron Goodson, the husband and wife duo who own both the Nine Mile Road and Palafox Place Beef 'O' Brady's locations, recently were recognized for their hard work with the esteemed Franchisee of the Year award.

The award, which is given out annually at a retreat held for Beef 'O' Brady's franchise owners, is a token of thanks and recognition for partners who are both collaborative and embracing of change and whose attitude and behavior are reflective of the brand.

Both Pensacola natives, the Goodsons took on their first Beef 'O' Brady's in 2010 with the Mobile Highway location, but it was their Nine Mile and Palafox locations that caught the eye of the regional franchise consultants who nominated them.

The Goodsons say they received a letter notifying them that they had been nominated for the award, but it wasn't until it was announced it at the retreat that they learned they had won.

"I really wasn't expecting, it to be honest with you," Tracy Goodson said.

He said the Nine Mile location was up in sales by 40 percent from where the location was last year with its previous owner. Then there's also the new location in downtown Pensacola on Palafox, which opened in March and is up 90 percent in sales from where the Mobile Highway location was last year.

Clearly, the choice to give them the award wasn't unwarranted.

Chris Elliot, CEO of Beef 'O' Brady's, said a great deal of the Goodsons success has to do with their willingness to take risks. He points out that when their Mobile Highway location wasn't doing so well in sales and they decided to move it to Palafox, it showed a great deal of courage.

"It was a very risky process, and expensive," said Elliot. "But it has just been a home run for them."

Elliot added that the Goodsons are a prime example of the type of owners he looks for.

"Tracy and Tamron are exemplary franchise owners. They bring a lot of energy and excitement to the brand. They're positive and that positive energy is infectious."

When asked what it takes to keep a business alive and thriving, the Goodsons had a one-word answer: "Teamwork."

With 20 years of marriage under their belts, a successful real estate company, two charitable bingo halls funding more than 37 different charities and their own race car team, it's safe to say they know a thing or two about teamwork.

"It's all about putting a good team into place," Tracy Goodson said. "It's not just us. It's a team. It's been that way through everything. Through the racing, through the real estate. It takes a little of everybody."

Located directly below the former Helen Back location and boasting a 26-foot-wide open entrance, patrons of the downtown Pensacola area likely have noticed the new Beef 'O' Brady's by now. Prior to the Goodsons taking over the property, it was most recently occupied by 850 Open Water, which was around for less than six months.

Walking past the new Palafox Beef 'O' Brady's, you can see that there is a marked difference in the image of this location compared to most Beef 'O' Brady's. Where you typically find wood floors and your standard two-door entrance, this one has concrete floors with a large accordion style front door.

"When the weather's nice, we can open the whole front up," Tracy Goodson said. "We got 26 feet of open air to the streets."

Tamron, who focuses mainly on the administrative side of things, said that most of the ideas and visions pertinent to the aesthetics come from Tracy.

"I just go in there and drink a couple beers and dream it up," Tracy Goodson said in reference to how he decided on the layout. "That's the truth."

When they first bought the property, he recalls it having no windows across the front and the classic two-door entrance. He said he could imagine a window dining area overlooking Palafox, bands performing on a stage by a window, and people walking up and down the street being able to look in.

Months later, these dreams have all come to fruition. And the Goodsons aren't stopping there. They point out that while Beef's is a family restaurant, the downtown crowd after 11 p.m. or so changes up a bit.

"I think we can tap into that crowd," Tracy Goodson said. "We're gonna start a college night with specials and a DJ and all. We're already doing bar bingo, and that's growing every week on Thursday nights. It's just gonna take time. The store's doing excellent. The facility's there, why not increase it by another 15 or 20 percent?"

With the liberty to create their own drink specials, they have made every night at the Palafox location happy hour from 11 p.m. to close. This includes \$2 domestic pints, \$1.75 domestic bottles, \$3 well drinks, \$2 off wine, and \$1 off all premium liquor and craft beers.

Looking to the future, Tracy and Tamron Goodson say they'd like to put a team together to have five to seven restaurants total. All of which would likely be Beef 'O' Brady's.

"That's a tough goal to make, but we're gonna make it."

## **ONLINE**

Visit the Facebook pages for both locations to stay up to date on deals and events taking place.

- [Facebook.com/beefobradysdowntown](https://www.facebook.com/beefobradysdowntown).
- [Facebook.com/beefs9mile](https://www.facebook.com/beefs9mile).