



Shannon Wilburn, Certified Franchise Executive

Just Between Friends Franchise Systems, Inc.
Co-founder and CEO

Shannon Wilburn is the co-founder and CEO of Just Between Friends Franchise Systems, Inc., North America's leading pop-up children's and maternity consignment sale. Just Between Friends (JBF) has 150+ franchises in 32 states. Each franchise hosts two or more seasonal sales a year in their community where they provide a marketplace for families selling items to earn 60 to 70% on those items sales and families shopping to save 50 to 90% off retail.

A critical part of the JBF culture includes each franchise partnering with a local charity to give back to their community. Since 2003, Just Between Friends franchises and consignors have donated more than \$32.4 million in cash and in-kind donations to charitable organizations throughout the nation—over \$4.5M of it in 2020 alone. Resources stay within the community, benefitting family-serving organizations locally. This giving focus won JBF the Franchising Gives Back Gold Award in 2019—recognition for what it means to be a part of the *franchising* industry by *giving back* to his or her local community. A key long-term goal for JBF is to continue to grow that giving to reach \$100M in donations by the year 2030—JBF's "Vision 2030."

Shannon was awarded the [Bonnie LeVine Award in 2021](#)—the highest honor given to women by the International Franchise Association for work done to empower others in Franchising. The Bonnie LeVine award recognizes women who are role models for all, but especially women, by their business and professional accomplishments within franchising and their contributions to our entire society. Bonnie LeVine award winners lead by example, demonstrate purpose, and focus on advancing women in franchising.

JBF was named to Forbes "Top Ten Franchises in America" for 3 years running, has been named in the top franchises for franchisee satisfaction by Franchise Business Review for the last 10 years. Shannon serves as a task force lead on the Membership Committee for the International Franchise Association as well as serves on her church's Marketing Advisory Team. JBF has received national attention on Good Morning America, The Today Show, ABC News, CBS the Early Show, and FoxBusiness.com to name a few.

Though born and raised in Texas, Shannon and Mitch, husband of 30 years, live at Coal Creek Farm Jenks, just outside Tulsa, Oklahoma.

Highlights:

- Bonnie LeVine Award Winner • 2021
- Franchising Gives Back Gold Award Recipient
- Women of Wonder Cover Feature
- Forbes Top Ten Franchises to Buy List: 3+ years
- Entrepreneur Top 500 List
- Franchise Business Review Awards:
 - Franchisee Satisfaction Award: 14 years
 - Top Franchises for Women: 4 years
 - Top Low-Cost Franchise: 4 years
- National News:
 - Good Morning America
 - CBS Early Show
 - Today Show
 - ABC News



"We attract givers—people who want to do good. They always go above and beyond thinking 'How can you help me?' to ask instead the more powerful question, 'What can I do to help you?'"

**Shannon Wilburn
CEO and Co-founder
Just Between Friends**