

AN INHERENT BUSINESSMAN
Attorney Robert Zarco started his first business at age seven, and had a \$50,000 savings account by the time he was 15. It's no wonder, then, that he is successful at representing franchisees in their lawsuits against big business.



Defending the ‘Little Guys’

Robert Zarco, founding partner of Zarco Einhorn Salkowski & Brito, P.A., realized as a young Cuban immigrant that success requires persistence and a fighting spirit. Today, he’s internationally recognized as a fiery expert on franchising and hospitality law—one who’s defended thousands of franchisees around the globe.

as told to **Kaleena Thompson**



When I walk into my law office,

I take the time to read a wall plaque that quotes the famous words of Calvin Coolidge: “Nothing can take the place of persistence. Neither talent, genius, nor education can replace the need for persistence.” For me, persistence and hard work have always been a gateway to the successes in my life.

After emigrating with my family from Cuba, I held multiple jobs to help support us, including starting a landscaping business at just seven years old. I rented a lawn mower from the kid across the street and made a hefty profit. By the time I was 15, I had saved more than \$50,000. At around 17 years old, I bought a two-bedroom, two-bath waterfront condo on Miami Beach, which I rented out for income.

That business investment proved to be lucrative, and it helped pay for my undergraduate studies at Harvard. But I also cleaned toilets and sinks in the student dorms. Although I earned some scholarship and financial aid, working

hard gave me a sense of accomplishment and boosted my self-confidence.

After graduating from Harvard in 1980, I was recruited by General Motors Company and worked in its finance department as an analyst. During my time at GM, I was studying for an MBA from Pace University. However, it wasn’t long before my inner entrepreneurial spirit emerged. I decided to pursue a career in law and wanted eventually to open my own firm. I needed to be more directly responsible for my own success and failures. So I moved back to Florida and enrolled at the University of Miami School of Law.

After law school, I worked for multiple firms where I was exposed to franchise law. A series of unhappy jobs and inconsistent philosophies left me yearning to start my own firm.

Now I have a team of 12 lawyers, most of whom have been with me for almost 20 years.

On-Air Personality

Robert Zarco provides commentary on specific franchisee and hospitality cases—and franchising in general—for radio and TV shows, including: CNBC’s *Minding Your Business* and *How To Succeed In Business*; PBS’s *Nightly Business Report* and *Your Financial Future with Jonathan Pond*; CNN’s *Chicago Bureau*; *The Judy Jarvis Show*; and CBS’s *Eye to Eye with Connie Chung*. He was also featured on Joan Rivers’s *How’d You Get So Rich?*

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ZESB's Franchisee Clients

The firm defends franchisees in disputes against major franchise systems in the hotel, restaurant, and service industries. Past and present clients include franchisees of:

Arby's	Jack in the Box
Best Western	Johnny Rockets
Burger King	Kenny Rogers Roasters
Checkers	Little Caesars
Days Inn	McDonald's
Denny's	Manhattan Bagel
Dunkin' Donuts	Pizza Hut
Fat Tuesday	Quality Inn
Häagen-Dazs	Ramada
Hard Rock Café	T.C.B.Y.
Holiday Inn	T.G.I. Friday's
Howard Johnson	Wendy's

I instill in our lawyers that our first priority must be to pursue a great reputation, and financial success will follow.

My franchisees and I have gone against such heavyweights as McDonald's, Dunkin' Donuts, and Burger King, as well as numerous hotels and corporations, and I have had a successful track record. Someone needs to be the advo-


A MESSAGE FROM Network Reporting

Robert Zarco has been a loyal client of mine for more than seven years. I have had the personal pleasure of working with him on many litigation matters as his court reporter of choice. Mr. Zarco has always represented his clients with integrity and passion. He has earned a great reputation amongst his peers, who see him as both a fierce opponent and a true professional. Mr. Zarco and his firm have a diverse background, focusing primarily on franchise and commercial litigation matters but possessing the ability to handle disputes of any kind. It has been a pleasure getting to know Mr. Zarco both professionally and personally over the years. He is an asset to our profession and the entire legal arena.

—Rick Levy, Owner

cate for the “little guy” and equalizer between the franchisee and franchisor; I decided early on that it was going to be me. I made that the foundation of this law firm, the niche that this law firm was going to represent.

I encountered challenges that should have paralyzed my willingness to go forward. But I'm the kind of guy where a challenge makes me stronger. Whatever gets in the way, I go around it or through it. Persistence has become a powerful weapon against naysayers and life's challenges.

Following my passion to create a platform for franchisees has afforded me certain luxuries in life. I attribute my success in the courtroom and in my personal life to: extraordinary determination and pursuit of excellence; leaving no stone unturned; tremendous persistence; and a great family at home and in the office. 



In business since 2003.

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Offices located throughout South Florida.