



Zarco's career took a pivotal turn when he formed Zarco Einhorn Salkowski & Brito, P.A., a law firm that would soon establish itself as a powerhouse in the field of franchise law. His name became synonymous with high-stakes franchise litigation, and he built a reputation for his tenacious defense of franchisees against franchisors—often multinational corporations with deep pockets. Admitted to practice in prominent U.S. courts, including the U.S. Supreme Court and the Florida Supreme Court, his firm represents franchisees across 500 brands in over 40 states and 20 countries covering a broad range of industries. "Being able to help those who felt they had no voice against behemoth corporations was a driving force for me," Zarco shares. "It's not just about winning cases—it's about leveling the playing field and ensuring that justice is served."

With over 35 years of experience in protecting business clients' rights domestically and internationally, he has earned numerous legal accolades, including "Lawyer of the Year" in 2020 for Franchise by Best Lawyers of America®, "Top-Dealmakers of the Year" for Real Estate by Daily Business Review, and "Lifetime Achievement Award" from the American Association of Franchisees & Dealers (AAFD), among many others. His leadership extends to stewarding a seasoned legal team, addressing diverse legal matters and advocating for franchisees in all facets of franchise law, including disputes in commercial real estate, intellectual property and trademarks, and C-level employment law.

Zarco's commitment to advocacy is further exemplified by his role as a respected lecturer, offering insights on critical legal business issues at universities, associations, and organizations. He has also appeared on numerous radio and television programs as an expert commentator on matters relating to specific franchise cases. Most notably, Robert Zarco's professional testimony before state legislatures have proven a critical element in the enactment of "Fair Franchising" legislation, and representing franchisees' interests, underscoring his fervent commitment to justice.

Now, after three decades at the forefront of franchise law, Zarco is embarking on a new journey. He has recently been retained by Zativa Life Health and Wellness, a company dedicated to promoting holistic health and wellness solutions. "Zativa's mission resonated with me deeply," Zarco explains. "They're not just selling products; they're promoting a lifestyle of wellness, balance, and longevity. That's a mission I can stand behind."