

GuidedGrowth

The number one issue impacting franchisee expansion is access to liquidity. Most franchisees aren't equipped with the expertise to properly value and leverage their personal and business equity, and pledge too much to secure their first or second location.

On top of that, many lenders have restrictions on leveraging existing businesses to support expansion. Franchisees are often surprised when lenders take the "wait and see" approach.

This often self-inflicted problem affects your brand's growth and can be avoided with proper growth planning. As a franchisor, it's in your best interest to ensure your franchisees have a thoughtful financing plan that supports their development commitments and aspirations.

ApplePie Guided Growth creates liquidity for your franchisees and provides them with a growth plan that supports your desired development schedule. Our experienced franchise finance team works with each of your franchisees to develop a custom financial roadmap that maximizes the liquidity essential to open units on schedule, with multi-unit commitments that provide certainty of funding throughout their rollout. We then provide you with feedback so you can more effectively predict your brand's growth. **Win win.**

How franchisees can accelerate growth with ApplePie

- ✔ Get a custom funding roadmap
- ✔ Free up personal and business collateral
- ✔ Preserve valuable liquidity
- ✔ Access multi-unit funding commitments



STEP ONE

Get approved for
ApplePie Guided Growth



STEP TWO

Refer multi-unit franchisees
to the program



STEP THREE

Custom financing plans and
capital for your franchisees



STEP FOUR

Get actionable insight into
your development schedule

Let's talk about your brand's
growth plan today.

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