



# Franchise Financing Made Simple

Ready for a financing partner focused on your success?

There are many financing options for franchise businesses. But not all capital is the same, and making the right choices now is critical to your long-term success.

That's where ApplePie can help. We understand the complexity and time constraints that you face in efficiently financing your business, so we've created a transformative lending network to suit your financial needs and reduce the headaches and inefficiency of working separately across individual lenders.

## One relationship, a wealth of choices

We make financing simple and predictable. We do the hard work to evaluate funding options across our diverse network of lending sources, and guide you to the right loan for your stage of growth. Our ApplePie Core loans are designed to allow eligible franchisees accelerate growth, and our lender network provides a full host of SBA and conventional loan options. Optimize for speed to money, short-term cash flows, flexibility, or future growth - the choice is yours.

## Optimize your plan with Guided Growth™

Our experienced franchise finance team will work to understand your goals, answer all of your questions, and help identify the right loan for you. For multi-unit rollouts, we develop a custom financial roadmap that maximizes the liquidity essential to open units on schedule, with multi-unit commitments that provide certainty of funding.



Whatever your needs, we've got you covered

- ✓ New units
- ✓ Recapitalizations
- ✓ Refinancings
- ✓ Acquisitions
- ✓ Equipment
- ✓ Remodel/Refresh

### DISCLOSURE

All ApplePie Core loans are made by Cross River Bank, a New Jersey State Chartered Commercial Bank, Member FDIC. Your actual loan terms depend on credit, income, loan maturity and other factors.

## Why Choose ApplePie?



### Convenience

Reduce complexity with a single financing partner for all of your needs



### Best Fit Capital

We match you with the right funding at the right time with your goals in mind



### Growth Planning

Access the franchise finance expertise you need to execute your growth plan

For more information visit [www.applepiecapital.com/get-started](http://www.applepiecapital.com/get-started)

# Get the financing solution that's right for you

Step 1



## Efficient Qualification

Complete a short inquiry to get qualified

Step 2



## Needs Analysis

We identify one or more loan options for you based on your objectives

Step 3



## Underwriting/Funding

Our team is there to guide you every step of the way

	ApplePie Core	SBA	Conventional	Equipment
Speed to funding	✓		✓	✓
No personal collateral	✓			✓
Projection-based lending	✓	✓		✓
First-unit financing	✓	✓		
Multi-unit commitments	✓		✓	✓
Lowest monthly payments		✓		
Available with most brands		✓		✓



"The reason why I like ApplePie Capital is that they don't just focus on where you are but where you are going. They look at the full story of a franchisee."

JD Penland, Multi-Unit Franchisee  
East Coast Wings & Grill

Ready to get started?

[applepiecapital.com/get-started](https://applepiecapital.com/get-started) | [loans@applepiecapital.com](mailto:loans@applepiecapital.com)