

Navigating Access to Capital Challenges



November 30, 2022

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Welcome

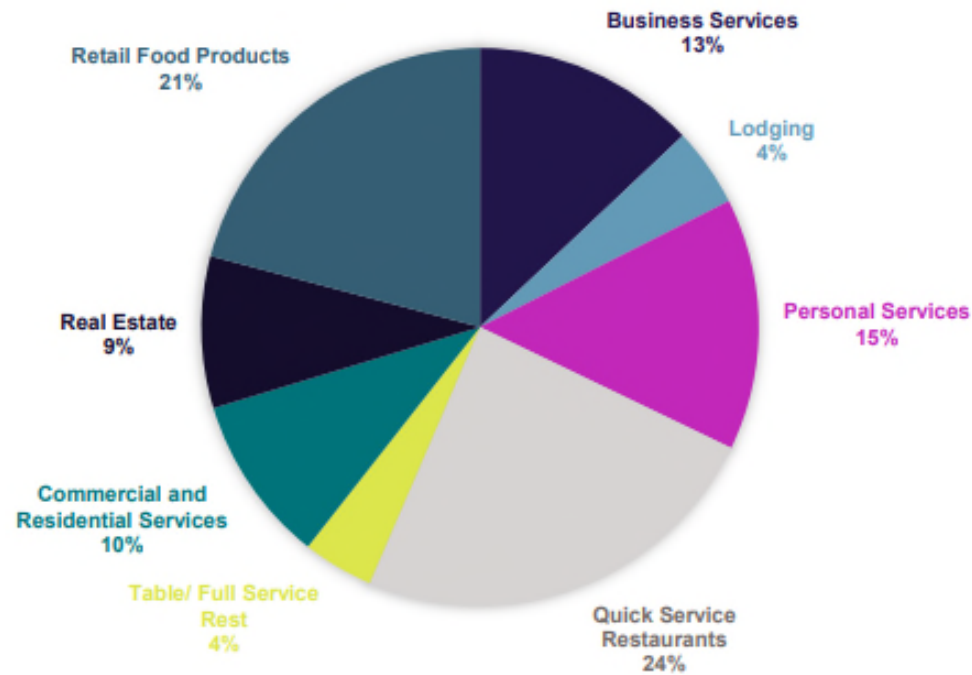
Vanessa Vaughn West, Director – Diversity & Inclusion
Lathrop GPM LLP

Franchised Business: Some Examples

- ▶ Automotive services and car rental
- ▶ Building supplies
- ▶ Business services
- ▶ Cleaning services
- ▶ Computer
- ▶ Convenience stores
- ▶ Cosmetology
- ▶ Damage restoration
- ▶ Educational services and training
- ▶ Employment and personnel agencies
- ▶ Equipment manufacturing and distribution
- ▶ Financial services
- ▶ Fitness
- ▶ Food & beverage
- ▶ Hair care
- ▶ Hardware stores
- ▶ Health care
- ▶ Home decor
- ▶ Home health services
- ▶ Hotels and hospitality
- ▶ Publishing
- ▶ Real estate
- ▶ Restaurants
- ▶ Retail and wholesale
- ▶ Salons
- ▶ Senior home care
- ▶ Tax preparation services
- ▶ Technology
- ▶ Telecommunications

Franchise Outlets – By Sector

Establishments Distribution by Sector 2020



Source: IFA2022 Franchising Economic Outlook



Franchising as a Path for Diverse Franchisees: IFA Oxford Study

- Black-owned franchised businesses generate 2.2x as much in sales compared to Black-owned non-franchise businesses.
- 26% of franchises are owned by people of color, compared to 17% of non-franchised independent businesses owned by people of color. Statistics hold across industries.
- 32% would not own a business if they were not franchisees (greater among both female owners and owners for whom a franchise was their first business).
- 70% of franchise owners purchase a franchise outside their area of expertise.

*Source: IFA Oxford Economics: The Value of Franchising (September 2021)



Panelists



Damon Dunn

Multi-Unit Franchisee
Dunkin' Donuts



Ron Feldman, CFE

Chief Development Officer
ApplePie Capital



Richard Snow

VP-SBA National Franchise Relationship Manager
WSFS Bank



Moderator: Sandy Bodeau

Partner
Lathrop GPM LLP



Introducing our panel:



Richard Snow, WSFS Bank

VP-SBA National Franchise Relationship Manager

Richard Snow is a community advocate and banking professional with 18 years of experience in SBA and Commercial financing. Richard is the VP SBA National Franchise Program at WSFS Bank, responsible for providing SBA financing to franchise brands throughout the USA. An active member of the community, he sits on the board of multiple organizations and is Chair of the International Franchise Association Black Franchise Leadership Council.

Introducing our panel:



Ron Feldman, ApplePie Capital

Chief Development Officer

Ron Feldman, CFE is Chief Development Officer of ApplePie Capital, and responsible for growing its brand portfolio and contributing to product strategy. Active in franchising for over 25 years, Ron co-founded and was CEO of Franchise America Finance, held integral roles at The Siegel Financial Group and FRANdata, and was an early franchisee in The Goddard School system. Ron is a member of the International Franchise Association board of directors and serves on the advisory board for the Titus Center for Franchising at Palm Beach Atlantic University.

Introducing our panel:



Damon Dunn, Dunkin' Donuts

Multi-Unit Franchisee

Damon Dunn is a politician, commercial real estate developer, minister, former NFL football player, and multi-unit Dunkin' Donuts franchisee. By thinking out of the box and seizing opportunities, Damon has built an empire. As his companies prospered, Damon has been able to share his insights and help others learn to build wealth, particularly those in diverse communities.

Loan product considerations

ApplePie's lender network offers diverse options based on each franchisee's objectives

	ApplePie Core	SBA	Conventional	Equipment
Speed to funding	✓		✓	✓
No personal collateral	✓			✓
Projection-based lending	✓	✓		✓
Lowest monthly payments	✓	✓		
First-unit financing	✓*	✓		
Multi-unit commitments	✓		✓	
All financing needs in one loan	✓	✓	✓	

* Brand Specific

Source: ApplePie Capital: Loan product considerations. https://www.youtube.com/watch?v=6tCRnz3EHro&list=PLscrD-xd2Fy5zrrrrJeixAvmOJ_Vlxnp_&index=7&t=1409s



More About Increasing Diversity in Franchising:

- Increasing Diversity in Franchising is a virtual educational speaker series designed to increase ownership in franchising by underrepresented racial and ethnic groups – as both franchisees and franchisors. Lathrop GPM’s franchise and distribution professionals are passionate about the industry and believe encouraging and educating potential franchisees and franchisors from diverse communities will help them to capitalize on business opportunities they may not otherwise explore.
- Lathrop GPM’s franchise and distribution practice group serves franchisors and master franchisees at all stages of development in markets across the world.





Lathrop GPM

Increasing Diversity in Franchising Speaker Series

Increasing Diversity in Franchising Webinar Series: Past Programs

<https://www.lathropgpm.com/services-practices-Increasing-Diversity-in-Franchising-Speaker-Series.html>.

- October 28, 2021 - Diversity in Franchising - Where Are We & How Can We Improve?
- February 8, 2022 - Increasing Diversity in Franchise Systems
- June 15, 2022 - Franchising: What it Means for Business Owners and for Brand Owners.
- September 14, 2022 - From a Dream to an Agreement: Business and Legal Considerations for Franchisees



Helpful Resources:

- [Diversity Institute | IFA Foundation \(franchisefoundation.org\)](https://franchisefoundation.org). The Institute serves as the home for the International Franchise Association (IFA) Foundation’s diversity and inclusion programs – education, research, scholarships, and liaisons with other national organizations.
- Multicultural Foodservice & Hospitality Alliance, “[Pathways to Black Franchise Ownership](#)” program
- [IFA and the HBCU Challenge](#)
- Black Franchise Leadership Council [Panel Discussion](#) and [LinkedIn](#) page

Future Programming: If you have topics you would like us to cover or are interested in being a panelist at a future event, please contact [Liz Dillon](#), [Mark Kirsch](#), [Justin Sallis](#) or [Carlos White](#).



Contact Us

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Thank You!



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