

RIA Case Study

New Franchise Territory Acquisition

RIA Client Profile | **Husband & Wife Opening Their First Ice Cream Franchise**

Leveraging the **Creative Planning Loan Marketplace**, powered by *Community Capital*, the Creative Planning Lending Team helped a client to source financing to open a new ice cream franchise location.



THE CHALLENGE

Client required financing to acquire a franchise territory and open a retail location.



THE RESULTS

- ✓ Met with client to discuss the financing need
- ✓ Shared market insights on recent franchise finance transactions financed via the CP|CCT Loan Marketplace
- ✓ Sourced interest from several SBA lenders
- ✓ Client selected a bank with strong SBA 7a product experience and close a loan in **less than six weeks**

A husband & wife client team approached their Creative Planning Wealth Manager to discuss financing for the acquisition of an ice cream franchise territory and the opening of a related retail location. The husband has related corporate experience in food service and the wife has a history of successfully running several retail operations. This opportunity is the couple's first entrepreneurial venture. The couple ran a strong due diligence process on the franchise and developed a passion for the quality and sustainability of the ice cream produced by the franchisor.

The Creative Planning Wealth Manager, the CP Lending Team, and Community Capital assisted the couple in developing a financial forecast for their retail location, one that the joint CP|CCT team believed would work well for lender due diligence. The CP|CT educated the couple on the financing options available to them. Ultimately, the clients selected the SBA 7a product as their target. They liked the 90% loan-to-cost that the SBA 7a product offers, allowing the couple to keep their additional capital invested with Creative Planning.

The CP|CCT team utilized the Creative Planning Loan Marketplace powered by Community Capital to source lenders for the client's SBA opportunity. The Loan Marketplace provides Creative Planning clients the ability to anonymously present their lending opportunity to over 1,200 lenders, primarily banks and credit unions.

Within a week, the client connected with two interested banks through the Loan Marketplace. While several other lenders were identified through the Loan Marketplace, the clients decided to quickly move forward with one of the two initial lenders. The bank selected by the clients has deep experience in SBA 7a lending and with franchisee finance.

The client worked with the bank to underwrite, approve, and close the loan within six weeks from the time the bank's proposal was accepted by the client.

For more information about the **Loan Marketplace**, powered by *Community Capital*, please contact:

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