

# Sizzling Success: Serving Up Financing Solutions to Win Franchise Accounts

Supercharge your sales by unlocking the power of Centra Culinary Finance, where franchise-focused programs lead to bigger wins! This guide will show you how to leverage our specialized franchise programs to increase your sales and win over franchise accounts.



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# Our Recipe for Success: Experience and Expertise in Franchise Financing

## Overview

Centra Culinary Finance has deep roots in the foodservice industry, partnering with top brands and emerging franchises to offer financing solutions that meet their unique needs.

We're here to help you stand out from the competition and make it easier for customers to get the equipment they need, when they need it!

**81% of customers have shared that having payment options available is one of the top five factors in their decision to work with a dealer!\***

## Centra Culinary's Goals and Objectives



### Drive Franchise Sales Growth

- Provide tailored financing solutions that make it easier for franchises to purchase the equipment they need.
- Offer programs that align with franchise-specific needs, making equipment more accessible.
- Enable dealers to provide budget-friendly solutions that help franchises act quickly and confidently.



### Enhance Dealer Sales Strategy

- Provide customized, co-branded materials that enhance credibility and elevate your pitches.
- Equip you with pre-approved financing programs to add value to your franchise pitches.
- Partner with dealers to customize financing offers that address franchise pain points like expansions and equipment upgrades.



### Strengthen Dealer-Franchise Relationships

- Help you become a trusted partner by offering ongoing support with financing options.
- Provide fast, seamless financing approval to keep franchisees moving forward with their growth plans.
- Collaborate with you to ensure franchisees feel confident in their ability to finance their equipment affordably.

## Benefits

- **Easy Equipment Upgrades:** Franchises can upgrade quickly when new offerings require special equipment.
- **Low Upfront Costs:** Allow Franchisees to open new locations without large cash outlays, making it easier for them to expand.
- **Predictable Monthly Payments:** Consistent monthly payments allow franchisees to manage cash flow effectively, making growth plans easy to maintain.
- **Speed and Flexibility:** Offer franchises the payment options they need fast so they can focus on growth, not searching for financing. No complex paperwork, just fast approvals and easy payments!

\*According to a 2020 Sawbyx Survey

# Pitch Perfect: Using Financing to Seal the Deal with Franchises

Your ability to offer specialized financing programs can be the differentiator when pitching new franchises. Before you approach a franchise, we'll work with you to see if we can design a program tailored to their needs. This gives you a powerful selling point from the start.

If a franchise doesn't qualify for a specialized program, our standard programs are still available to support them!

## Content We Provide:

- Tailored **co-branded flyers, presentations, and other digital assets**- all free of charge and designed to win franchise business.
- **On-demand support** from our team to answer questions and provide custom materials.
- We'll give you a **program flyer** for every program we create that includes all relevant information and a direct link to the application. Simply pass it to your customer and we'll take it from there!



## Sales Tips to Use Financing as Your Secret Ingredient

### 1 Focus on Pain Points

Address common franchisee concerns like managing cash flow during openings/expansions or equipment upgrades. Our financing solutions keep their capital free for other priorities like payroll, marketing, food costs, and other essential operating expenses. By spreading out equipment costs, franchisees can invest in expansion and upgrades without draining their capital reserves, setting them up for sustained success.

### 2 Make Financing a Key Differentiator

Position financing as your competitive advantage- tell franchise prospects that you can offer immediate, industry-specific financing solutions, which means they get the equipment they need faster, without going through the time-consuming process of getting a loan from a bank or the SBA.

### 3 Emphasize Speed and Convenience

Highlight the convenience of securing financing with us- no delays, just hassle free equipment purchases. Bank financing often requires more paperwork, takes longer, and comes with stricter requirements, which can delay the purchase process!

### 4 Handle Objections Proactively

Address pricing objections early! Offering financing allows you to provide a solution to customers' budgetary objections and provides a simple solution that doesn't decrease your order size.

# Serving Up Specialized Programs

Check out a few examples of the tailored programs we've created to help franchises grow, expand, and thrive. \*



## Donut and Coffee Shop

- New and existing franchises approved for \$175k
- New franchise rate: 8-10%
- Bank statements showing at least \$25k liquid cash required
- Minimum 650 credit score
- Minimum 5 trade lines



## Burger Chain

- New and existing franchises approved for \$150k
- Bank statements showing at least \$20k liquid cash required
- Minimum 650 credit score



## Smoothie Shop

- New and existing franchises approved for \$200k
- New franchise must have minimum 670 credit score
- Existing franchise (2 yrs.) must have minimum 650 credit score



## Pizza Shop

- New franchise approved for \$100k
  - Bank statements showing at least \$30k liquid cash required
  - Minimum 670 credit score
- Existing franchise (2 yrs.) approved for \$180k
  - Bank statements showing at least \$25k liquid cash required
  - Minimum 650 credit score


\*Contact us for additional requirements for these programs

# Ready to Heat Up Your Sales?



Our team is here to be your secret weapon and support you every step of the way. Let us know when you're targeting franchise accounts so we can provide tailored solutions and materials to help you win.

## Let's Serve Up Success Together!

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## DID YOU KNOW?

**The number of franchises is expected to increase by more than 15,000 units in 2024.\***

**New franchise brands exceeded projections in 2023, with growth estimated at 1.9% but numbers showing closer to 2.2%.\***

**Total franchise output will increase by 4.1% from \$858.5 billion in 2023 to \$893.9 billion in 2024.\***

**Personal service and quick service restaurants (QSRs) will experience the strongest growth of any industry.\***

**Growth in the Southeast and Southwest will outpace the rest of the U.S. franchise market in 2024. California and Washington are forecast to be the slowest-growing states for franchising.\***

\*According to the 2024 Franchising Economic Outlook by IFA