



IFA ANNUAL CONVENTION



20
22



LEVERAGING CAPITAL

Through Growth and Crisis



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Leveraging Capital Through Growth and Crisis



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Leveraging Capital Through Growth and Crisis

Which best describes
where you are today?

Growth
Crisis
Steady

Forms of Leverage and Capital Available in a Crisis

LIQUIDITY

BORROWING

EQUITY

Leveraging Capital Through Growth and Crisis

Which Capital Expansion Investments
Are You Planning for 2022?

Mark all that apply

Refresh/Remodel

Relocate

New Equipment/Vehicles

Additional Franchise Unit

Cap Ex: Financing Growth and Expansion



LIQUIDITY

BORROWING

EQUITY

Got
Questions?



Leveraging Capital Through Growth and Crisis

Verify Word Cloud is an Option for the Polling App

**Submit a word that
embodies your top
takeaway from today**

How can Franchisors Help? Top Tips for Raising Franchise Business Capital



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Thank you!