

Firm News | July 24, 2023

## Troutman Pepper Advises Southfield Capital and Franchise FastLane in Acquisition of Raintree Franchise Growth

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**BOSTON** – Troutman Pepper represented clients Southfield Capital, a premier lower middle market private equity firm, and its portfolio company, Franchise FastLane, a leading franchise sales organization for emerging franchisors, in the strategic acquisition of Raintree Franchise Growth (Raintree), a firm specializing in full-service brand development and marketing services for franchisors. Read a company press release about the deal.

Franchise FastLane and Raintree both rely on lead generation provided by numerous franchise brokerages and consultancies. As a combined entity, Franchise FastLane and Raintree will seek to augment and strengthen these significant relationships by continuing to provide best-in-class branding, messaging and collateral, as well as innovative new technology and marketing solutions.

The multi-office and multi-disciplinary Troutman Pepper team advising Southfield Capital and Franchise FastLane was led by Partner Nicholas Stawasz and Associate Taylor Bartholomew and included Associates Reid Oetting and Monica Vu.

Consistently recognized as a top-tier national practice, Troutman Pepper's corporate attorneys regularly handle transactions ranging in size from tens of millions of dollars to multibillion dollars. Core areas of service include private equity, venture capital, mergers and acquisitions (including cross-border transactions and corporate carveouts), capital markets and corporate finance, corporate governance, and securities laws compliance. The firm also has particular expertise in advising clients on matters involving fund formation and fund management.

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