

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](#).

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