

Firm News | May 16, 2022

# Troutman Pepper Counsels Southfield Capital in Partnership with Franchise FastLane

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NEW YORK – Troutman Pepper client Southfield Capital, a premier lower middle market private equity firm, has announced a partnership with Franchise FastLane, a leading franchise sales organization (FSO). [Read a company press release about the partnership.](#)

Franchise FastLane provides outsourced franchise development services to emerging franchisors, managing the entire franchisee sales lifecycle from initial lead generation to prospect qualification through to deal closure. FastLane works with franchisors to perfect their discovery process, bring qualified franchisee leads, and drive explosive growth.

The Troutman Pepper team advising Southfield Capital in the partnership was led by [Nicholas Stawasz](#) and [Matthew Greenberg](#) and included [Taylor Bartholomew](#), [Reid Oetting](#), [Carmen Williams](#), [Bradley Boericke](#), [Tricia McNeill](#), [David Wormser](#), [Michael Crumbock](#), [Christopher Stock](#), [Tracey Diamond](#), [Howard Goldberg](#), [Thomas Phelan](#), [Stefanie Brennan](#), [Chris Chuff](#), and [Barbara Sicalides](#), among others.

Southfield Capital is a private equity firm that invests in high-growth, lower middle market companies in the outsourced business services sector. The firm targets companies with \$4 million to \$15 million in EBITDA and partners with management to scale the business through a combination of organic and acquisition growth strategies.

Consistently recognized as a top-tier national practice, Troutman Pepper's corporate attorneys regularly handle multimillion- and multibillion-dollar transactions. Core areas of service include capital markets transactions and other significant domestic and cross-border transactions, mergers and acquisitions, corporate governance, securities laws compliance, and corporate finance. The firm has particular expertise in the private equity and private fund services space, advising clients on matters from fund formation to investments and exit transactions.

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