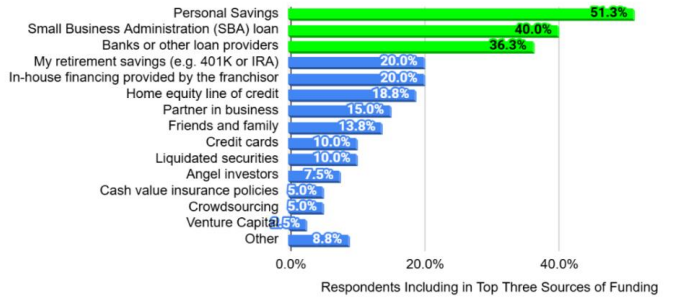


Top Three Funding Sources For Starting Small Businesses

Source: FranchiseInsights.com surveys, November 2024



Top Three Funding Sources for Starting Small Businesses

While the rankings of many of the categories of expected business startup funding changed over the past year, the top three – personal savings, SBA loans, and banks or other loan providers remained the same.

Franchise prospects said they expect “personal savings” to make up the majority of funding for their business launches, as cited among the top three sources by 51.3% of respondents in a November 2024 survey. Those planning to take advantage of Small Business Administration loans and bank loans stood at 40.0% and 36.3% respectively. Another 20% of respondents are hoping to take advantage of in-house financing by the franchise that they seek, tied with 20% who expect to tap their retirement savings.

The rankings for the top three sources are in line with data from November 2023, when [“personal savings” was the most often source selected](#), at 44.8% of respondents, followed by SBA and bank loans.. Similarly in July 2024, [personal savings was at the top of the list of franchise funding sources](#) at 51.3%.

The category of “home equity line of credit” grew the most from November 2023, rising from sixth to fourth place with a gain of 11.1 percentage points (more than doubling) to 18.8%. Also almost doubling, growing by 8.6% to 20% was “in-house financing from the franchisor” cited by 20% of respondents. “My retirement savings” grew by 7.6 percentage points to 20% of respondents.

Source: [Top Three Sources of Franchise Funding Remain Consistent Over the Past Year — Franchise Insights](#)



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JANUARY 2025



For veteran Franchise Owners, PuroClean is a way to continue serving their communities while building a fulfilling and successful career. Whether or not someone has previously envisioned themselves owning a business, PuroClean provides tools, support and guidance to help veterans unlock their potential and achieve their goals with confidence. With a network of experienced mentors and a proven business model, veterans are equipped to navigate entrepreneurship while making a meaningful impact in their community. PuroClean’s commitment to veterans’ success goes beyond just business, fostering a sense of purpose.

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TAPSTER

It’s no secret that things are tight for franchisors in the food and beverage space this year. While top franchise food concepts are closing their doors every single day, operations within the self-pour scene are experiencing an 18.6% increase in revenue since 2022, underscoring the profitability and efficiency of the self-pour system within a competitive hospitality landscape.

[Read More](#)



Franchising in the New Year

As the New Year begins, many aspiring entrepreneurs and seasoned business owners are setting their sights on franchising as a path to growth and success. Franchising remains a popular and effective business model, offering individuals the chance to invest in proven concepts while benefiting from established branding, operational support, and a network of resources.

In 2025, franchising is expected to grow across various industries, including food and beverage, health and wellness, education, and home services. As consumers continue to seek convenience and quality, franchised brands are well-positioned to meet these demands.

The New Year offers a fresh slate of opportunities for those considering franchising. With evolving consumer preferences and innovative trends shaping the industry, franchising continues to be a compelling business model for entrepreneurs. By staying informed and adaptable, both franchisors and franchisees can thrive in 2025 and beyond.

FOR MORE INFORMATION PLEASE CONTACT:

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Referrals are always appreciated! Feel free to share my contact information with others who may be looking into a franchise opportunity.