

# **HOW A CANNABIS OPERATOR USED LENDEAVOR TO EXPAND MULTI-STATE OPERATIONS**

LENDEAVOR

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**Customer:** Brian T

**Industry:** Cannabis

**Buyer Persona:** Licensed cannabis operators seeking funding to open new locations, scale inventory, and modernize operations

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**Date:** 4/15/2025

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## Introduction

Brian T (protected by Privacy Policies) had a bold vision: to expand his cannabis footprint across multiple locations, enhance in-store experience, and boost operational efficiency. With limited access to traditional financing due to industry regulations, scaling quickly seemed out of reach until he partnered with Lendeavor.

Over the course of two years, Brian and his companies received a total of \$4,250,000 in funding across 12 separate deals. These funds allowed him to open new dispensary locations, invest in state-of-the-art buildouts, expand inventory, and implement digital systems that streamlined operations.

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## The Story of Brian T

Brian T, founder and operator of several licensed cannabis businesses, was determined to turn his cannabis vision into a thriving multi-location reality. However, in a heavily regulated space with evolving compliance standards and rising customer expectations, traditional lenders were not an option. In January 2023, Brian secured his first \$300,000 in funding through Lendeavor. Recognizing the fast impact of capital, he returned for multiple additional rounds, tailoring each funding deal to his evolving business needs. From storefront upgrades to inventory expansion, Lendeavor provided the speed

and flexibility that cannabis operators like Brian require to scale confidently. To date, Brian has secured \$4.25 million across 12 deals, helping him solidify his position in the market and prepare for further expansion.

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## **Strategic Investment and Growth**

### **Renovating and Expanding Retail Locations**

**Before:** Several dispensary locations operated with minimal buildouts, creating a functional but uninspiring customer experience.

**Solution:** With a mix of funds totaling over \$1.25 million, Brian invested in retail renovations across multiple stores. He upgraded lighting, added secure display fixtures, improved the interior layout, and built customer education zones to elevate the in-store journey.

**Impact:** Within six months of the renovations, customer dwell time increased by 35%, and average order value rose by 28%. Two revamped locations became the brand's top performers in foot traffic.

#### **Brian's words:**

*"We wanted every store to feel like a high-end retail experience, not just a dispensary. With Lendevor's help, we created beautiful, compliant spaces that made our brand stand out."*

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### **Scaling Inventory and Product Variety**

**Before:** Limited working capital restricted the business's ability to purchase inventory in bulk, leading to frequent out of stock issues.

**Solution:** Through four funding rounds totaling \$1.1 million, Brian strategically reinvested in expanding SKUs and improving inventory flow.

**Impact:** Product availability increased dramatically, out of stock rates dropped by 60%, and customer satisfaction scores rose. With a wider product selection, the stores saw a 41% increase in repeat customer purchases.

**Brian's words:**

*"The funding allowed us to secure larger, more consistent inventory orders. That had a direct effect on customer loyalty and spend."*

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**Launching New Dispensary Locations**

**Before:** Expansion was slowed by the high upfront costs of opening new stores licensing, buildouts, staffing, and early marketing.

**Solution:** Brian used over \$1.4 million in funding to open three new locations in high-demand areas, each tailored to the local market.

**Impact:** All three locations reached profitability within 90 days of opening, thanks to careful planning and the capital flexibility provided by Lendeavor.

**Brian's words:**

*"Opening new stores is complex and expensive, but when you have fast access to capital, you can move quickly and strategically. That's exactly what we did."*

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**Investing in Technology and Operations**

**Before:** Operational inefficiencies and outdated systems made scaling challenging, especially across multiple business entities.

**Solution:** Brian used part of the capital to invest in modern POS systems, compliance tracking tools, CRM platforms, and team management software.

**Impact:** The businesses became more efficient, compliant, and scalable. Daily operations could now be tracked across all locations in real-time.

**Brian's words:**

*"You can't grow without systems. We used part of the funds to build our digital backbone and that's what enabled us to scale without chaos."*

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## **Results after First Investment**

Thanks to Lendeavor, Brian's businesses experienced measurable growth after just a few months:

- Renovated key dispensary locations with customer-first design
  - Increased product availability and reduced out-of-stock issues by 60%
  - Opened additional locations and reached profitability in record time
  - Improved operational efficiency and compliance with digital tools
  - Boosted average order value by 28% and improved customer satisfaction
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## **Results Today (After 2 Years)**

- \$4,250,000 in total funding across 12 deals
- 3 new dispensary locations opened and operating
- 41% increase in returning customer rate
- 28% boost in average transaction size
- 60% drop in inventory shortages

Brian is now planning to enter two new states and expand his retail presence further. He continues to partner with Lendeavor for growth capital tailored to the fast-moving cannabis landscape.

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## **Are you ready to grow your cannabis business like Brian did?**

Lendeavor is here to provide the funding you need to expand, scale, and lead in the cannabis industry.

Email: [Info@LendeavorUSA.com](mailto:Info@LendeavorUSA.com)

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