



CASE STUDY

How do you maximize growth when expansion opportunities outpace existing capital structure?



BTR's fleet solutions enable us to reallocate capital away from trucks and into higher-yielding acquisition opportunities."

- Eric Miller, Partner



THE CHALLENGE

Like any growing small business, Eagle River had various financial covenants that could impact their ability to grow. Every expansion opportunity was accompanied by capital-intensive fleet needs which required existing capital structure, or existing EBITDA, creating a circular problem which had the potential to constrain growth and expose the business to unpredictable maintenance costs.



Big Truck Rental's flexible rent-to-purchase program eliminates fleet capital barriers and accelerates our growth strategy."

- Brian Cleveringa, Partner

HOW CAN BTR HELP YOU?



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THE SOLUTION:

BTR's rent-to-own program helped Eagle River in three BIG ways:

1. Reduced maintenance costs with new or like-new trucks with no impact on capital structure.
2. Leveraged the asset to generate cash flow and expand borrowing base.
3. Built equity on the asset throughout the rental period with a predictable future purchase price to budget for.

THE RESULT:



Eagle River has been able to pursue incremental growth opportunities without stressing their capital structure, resulting in a faster growth outlook and better returns for shareholders.



Each truck put on a rent-to-purchase program frees up to

\$250,000

in capital that otherwise would have hindered growth.