

FREEDOM INTERIORS ACHIEVES GROWTH IN A CAPITAL-INTENSIVE INDUSTRY

Q&A WITH CAROL ESPINOSA, PRINCIPAL, FREEDOM INTERIORS

SUCCESS STORIES : CASE STUDY

WHAT ARE THE BIGGEST CHALLENGES YOU FACE AS A BUSINESS?

As a workplace interior design and furnishings firm, we need a showroom to showcase our work and product offerings to current and potential clients. We've grown rapidly in recent years and now work with educational, corporate and government markets, all posing different design needs for us to fulfill. While our expansion has been indicative of our success, access to capital has been our most significant challenge while growing the business.

HOW DID ENTERPRISE HELP SOLVE THESE CHALLENGES?

Enterprise helped me acquire the resources my business needs to grow and manage operations to sustain success. One of the pinnacles in our partnership was my banker introducing me to the SBA 504 Loan Program. The consultative advice I received allowed me to purchase and renovate our building, which now serves as our office and showroom. In addition, the loan has helped us access the furniture and appliances to make the building a true display of our work for clients.

WHAT IS THE IMPACT TO YOUR BUSINESS?

Creating this specialized showroom was critical in Freedom's journey and we could not have accomplished that without Enterprise's help. They are a true partner that looks at our business as a whole and provides creative support to help us achieve our goals. I feel confident making business decisions and investments necessary to growing my company and client base due to the financial and strategic support I receive from Enterprise. I have complete trust in the team of bankers that work with me, which allows me to focus on my clients, employees and business overall instead of my banking. Knowing that I have people at Enterprise dedicated to help my business succeed with opportunities and advice is invaluable.

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BUSINESS SNAPSHOT

FREEDOM INTERIORS

Freedom Interiors is a woman and minority owned workplace design firm, creating tailored workspace solutions with a focus on the user experience. By utilizing technology resources, they share solutions through their immersive and collaborative Live Design process. Find out more at fre3dom.net

OWNERS:

Carol Espinosa

HEADQUARTERS:

Kansas City, Missouri



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INTERIORS