

4x Growth

From 2 Locations to 8 in One Year. Two-Person Team.

Lil Sweet Treat used GrowthFactor's platform to 4x their footprint across Boston, Philly, DC, and Chicago — evaluating 120+ sites a month with no analysts and no additional headcount.

3 wks → 2 days

Site evaluation speed

100%

Locations on target

120+

Sites evaluated per month

The Challenge: Jack and his co-founder evaluate 30+ inbound site opportunities every week — from brokers, landlords, and their own research — across 10+ metros simultaneously. With sub-1,000 sq ft boxes in high-traffic urban locations, every market has different economics and only a handful of viable spaces. They needed a way to filter fast without growing the team.

HOW THEY USE THE PLATFORM

- 01 Instant site screening** — AI score with side-by-side comparisons to existing locations
- 02 Market comparison** — 10+ metros with demographics, foot traffic, vehicle data
- 03 Comp-based decisions** — Benchmark new sites against proven performers
- 04 Go/no-go filtering** — 120 monthly opportunities down to 1-2 signings
- 05 On-site validation** — Pull up data on mobile while walking sites
- 06 Rent negotiation** — Use comps for rent rate and concession packages

KEY METRICS

Locations (start → now)	2 → 8
Sites reviewed / month	120+
Site eval speed improvement	10x
Growth team headcount	2
Underperforming locations	0



Leave no stone unturned. Two people now evaluate more sites per month than most teams 5x their size — and every signed location is performing.

"What could take three weeks to pull, we could do in two days. We can pull a presentation or an overview much, much quicker — and compare sites side by side as we think about where to prioritize our growth."

Jack Ross, Founder — Lil Sweet Treat

CAVENDER'S

3x Expansion Rate

27 new stores in 2025 vs. 9 prior year

BOOKS-A-MILLION

8.9x ROI After 1 Year

Platform paid back nearly 9x in year one

16 HANDLES

"First Stop"

For every new address and territory decision