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HOW A MARBLE FABRICATING COMPANY USED LENDEAVOR TO FUND CUSTOM ORDERS AND UPGRADE ITS SHOP

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Customer: Renata C
Industry: Marble & Stone Fabrication
Buyer Persona: Mid-size stone and marble fabrication shops seeking funding for material purchases, equipment upgrades, and large custom commercial orders.
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Introduction

Renata C ran a marble and stone fabrication shop known across her region for precision work countertops, custom flooring, and high-end commercial installs. The craftsmanship was never the problem. The problem was that slabs of imported marble aren't cheap, and neither is the CNC equipment needed to cut them to spec, and both had to be paid for long before a client's final check arrived.

By partnering with Lendeavor, Renata accessed $2,900,000 in funding across 4 strategic rounds, giving her the material and equipment capital to take on bigger jobs without waiting on her own cash to catch up.

The Story of Renata C

Renata built her fabrication business on word-of-mouth and a reputation for not cutting corners, literally. But growth in stone fabrication comes with a brutal upfront cost structure: a single large commercial order can mean tens of thousands of dollars in imported slab material before a single cut is made, plus deposits on specialized equipment that pays for itself many times over if you can afford it in the first place.

In 2024, Renata secured $1 million from Lendeavor to purchase material for a large hotel lobby project that required rare, imported marble ordered months in advance. Later that year, she came back for $800,000 to upgrade her shop with a new CNC saw and polishing line, cutting production time on every job going forward. In 2025, a $700,000 round let her take on three simultaneous commercial contracts she would have otherwise had to turn away for lack of material capital. A final $400,000 round in early 2026 covered showroom renovation to attract higher-end residential clients.

Across four rounds totaling $2.9 million, Renata turned material and equipment costs from a growth bottleneck into a competitive edge.

Results after First Investment

Within months of her first $1 million round in 2024, Renata's shop saw clear results:

- Secured rare, imported marble for a signature hotel project without delaying the order
- Delivered the project on schedule, protecting the relationship with a major general contractor
- Avoided the cash crunch that had previously forced her to decline large commercial bids
- Strengthened her reputation as a shop capable of handling premium, high-volume orders
- Opened the door to repeat business from commercial developers

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Strategic Investment and Growth

Funding Rare Material for a Signature Project

Before: A hotel lobby renovation required a specific imported marble that had to be ordered and paid for months ahead of installation, with no client payment coming until the job was substantially complete.

Solution: Renata's first $1 million round in 2024 covered the material order in full.

Impact: The project was delivered on time and became a showcase piece the shop still references in new client pitches.

Renata's words: *"That marble alone cost more than some of our full jobs used to. Without the funding, we simply couldn't have said yes to that project."*

Upgrading the Shop

Before: Renata's aging equipment limited how many jobs she could run at once and slowed turnaround on every project.

Solution: An $800,000 round funded a new CNC saw and polishing line.
Impact: Production time on standard jobs dropped significantly, letting her take on more work with the same footprint.

Renata's words: *"The new equipment paid for itself faster than I expected, because we could finally run multiple jobs at once instead of one at a time."*

Taking On Multiple Commercial Contracts at Once

Before: Three commercial contracts landed around the same time in 2025, each requiring its own material order, more capital than Renata had on hand.

Solution: A $700,000 round covered material for all three simultaneously.
Impact: Renata completed all three projects on overlapping timelines, tripling her typical quarterly revenue.

Renata's words: *"A few years ago I would have had to pick one and turn the others down. With Lendeavor, we didn't have to choose."*

Results After Funding

Thanks to Lendeavor, Renata's fabrication business achieved:

- **$2,900,000** in total funding across 4 deals
- The ability to accept large commercial orders without material-cost delays
- A fully upgraded shop with modern cutting and polishing capacity
- Simultaneous handling of multiple high-value contracts
- A renovated showroom driving higher-margin residential business

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Looking Ahead

Renata is now positioning her shop to bid on larger institutional projects hospitals, corporate campuses, and luxury residential developments that require the kind of material and capacity investment she once couldn't access on her own timeline.

Ready to Build Your Future?

Just like Renata, your fabrication shop can access the capital needed to fund material orders, upgrade equipment, and win larger commercial contracts.

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