

# The Franchisor's Guide to Cash Management

HOW FRANCHISE BUSINESSES CAN  
STREAMLINE CASH MANAGEMENT



# The Franchisor's Guide to Cash Management

Handling cash as a franchisor or franchisee can be difficult. You always have to worry about having enough cash on hand, factoring in numerous forms of payment methods, and streamlining cash management operations at each location.

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Understanding how to handle cash effectively, safely, and efficiently can save you time and money. Integrated Cash Logistics is here to help you learn the importance of cash management to ensure you are prepared for effective cash-handling processes that enhance operations.

# CASH IS HERE TO STAY

**67%** of individuals  
favor cash payments.

(Source: YouGov.com, 2024)

**The COVID-19 pandemic increased cashless payments as people attempted to minimize the transfer of germs while socially distancing themselves. This trend led many to believe that cash was going extinct. However, research shows that cash is here to stay.**

Cash usage dropped to [19% of all payments in 2020](#), which was a steep decline from the year before. However, as of 2024, cash still remains king, with [67% of individuals](#) favoring cash payments for in-store purchases.

The pandemic and the [coin shortage have officially ended](#), and cash is still here to stay for most any consumer transaction – especially in the franchise and business sectors.

Although cardless payments, digital billing, and cryptocurrency may be making headlines, when buying goods and services, cash is here to stay. Cash remains one of the most popular ways to pay for meals, merchandise, entertainment, and more – and its endurance has a lot to do with its simplicity and universal acceptance.

# 4 Reasons Cash Isn't Going Away Any Time Soon

Despite the rise of digital payments, cash remains a vital part of the economy for various reasons, including accessibility and privacy concerns. For example, some segments of the population can't have a bank account or access digital forms of payment. Many reasons make cash [imperative for businesses](#), making it unlikely to be obsolete any time soon.

1

## Cash is Universally Accepted

Nearly everyone accepts [cash payments](#), with the exception of some extremely large purchases. For some businesses, they may simply prefer cash, particularly smaller businesses. They may want to avoid the fees that come with electronic forms of payment which are often higher if the business does not have a lot of electronic payments.

Furthermore, individuals who are unhoused or undocumented often cannot open or maintain a bank account and have more uncertain financial stability. Children also cannot have a bank account of their own until they turn 18. In fact, approximately 5% of the adult population does not have a bank account while 13% of adults are considered [underbanked meaning they have accounts but rarely use all the services](#).

With no national law in the U.S. preventing businesses from going cashless, its universal acceptance remains. In some cases, the preservation is going so far as to ban cashless retail establishments.

## 2

### **Experts Recommend Cash**

Many leading experts suggest consumers use cash for some, or even all, purchases. According to financial expert Dave Ramsey, using cash is an easy and effective way for individuals to budget and control spending.

During times of economic uncertainty, consumers opt to use cash because there is less fear that the value will change or access to funds will be limited. Even during emergencies, FEMA encourages people to have cash in case access to funds is limited.

## 3

### **Cash is Anonymous and Private**

Cash enables individuals to make purchases and share money in a way that is off the record or "under the table." However, with electronic payments, there is always a record. Even between friends, apps like Venmo encourage sharing your transaction history in a feed like any other social platform.

Additionally, when you make an online transaction with a credit card, PayPal, or other digital method, your purchase is recorded, and that data can be sold to a marketing agency, social media brand, or pretty much anyone wishing to buy it. Cash purchases are not tracked similarly, so consumers are less exposed to risk from marketers and sellers they'd never consider purchasing from in the first place.

Most alarming of all, network breaches are becoming more commonplace than ever before. Over the course of three years, all [3 billion Yahoo users had data exposed](#), the biggest breach in modern history. In 2021, [Facebook left 530 million users at risk](#). More recently, the [2024 Ticketmaster data breach](#) is likely to impact over 500 million users.

Consumers who use credit or debit cards for purchases can quickly be victimized. However, those who make purchases with cash can rest assured knowing that their personal details remain secure.



# 4

## Cash Payments Are Final

When a consumer buys something using credit, or even via a digital method, that payment still needs to be processed. For the seller, there is always a concern that the sale could be fraudulent. For the buyer, waiting for the bill to come in and coping with extraneous fees can make a purchase seem overwhelming and far more expensive than intended.

However, with cash transactions, both sellers and buyers can rest assured that the sale is complete and final.

# Streamlining Cash Management For 1000+ QSR Locations

Integrated Cash Logistics understands the need for effective cash management and how this affects businesses and franchises, which is exactly what the [CashSimple®](#) solution is here for.

Our software streamlined cash management for a large quick-service restaurant corporation that had grown frustrated with traditional methods of inconsistent armored pickups, delayed access to cash, and out-of-date smart safes. Integrated Cash Logistics (ICL) helped this organization in numerous ways that ensured long-term success.

### Simplified Accounting

**Consolidated 60 banking relationships:** Reducing the corporate team's time spent on cash management without increasing costs.

### Optimized Efficiency

**Estimates 1.5 to 2 hours of labor savings per day** across 1000+ restaurants: Keeping managers focused on customer satisfaction.

### Improved Reliability

**Eliminated the hassles of missed pickups and coin orders** by ending high-maintenance armored partnerships.

## The Cash Management Problem

As a restaurant business that had grown from hundreds to over 1,000 locations in recent years, handling profitability, increasing labor costs, and ensuring the same quality of service across every store had grown difficult. Each location was continuously running into the same problems they were trying to remedy:

- **Decrease the labor hours spent handling cash off-site:** For every restaurant, the manager and another employee drove cash deposits to the bank at least twice a day and spent hours going to the bank instead of focusing on customer service.
- **Reduce the number of banking relationships to juggle:** As the business grew its franchise presence, the treasury team formed over 60 different banking relationships to support cash deposits. They quickly noticed it was becoming more expensive to have banks process their cash as fees were continually rising by 20%.
- **Eliminate “babysitting” of armored services and smart-safe solutions:** This restaurant group had explored every avenue to simplify their cash management operations and cash-in-transit relationships. With each problem solved, a new challenge was presented with added frustration from missed pickups and coin orders to other escalating issues.

## The ICL Solution

The quick-serve restaurant group turned to CashSimple® by Integrated Cash Logistics, the all-in-one cash management solution. Despite the numerous locations to implement the new technology, Integrated Cash Logistics seamlessly incorporated CashSimple® into the restaurant’s process.

Once CashSimple® was installed at each location, [the restaurant improved](#) business efficiency across all locations.

**Fully Managed Smart Safe Technology:**

As employees feed cash deposits into ICL's safe, it's instantly purchased by ICL and deposited back into the organization's main bank account the next day. ICL is a stress-free way for the franchise to take care of their money needs without wasting time or manpower.

**Worry-Free and Easy Cash Pickups:**

ICL manages all armored car pick-up relationships making cash pick-ups and change order deliveries hassle-free. Keeping the on-hand cash to a minimum also means risks of error are reduced for each restaurant. The overall cash flow stays healthy, and the company can focus on distributing it to cover other expenses like remodels, new establishments, hiring, and training,

**Dependable Coin Delivery:**

Before ICL, the restaurant group's operations team was frustrated by smart safe solutions that didn't work for needs beyond double-checking deposit amounts. Now, the ICL smart safe keeps track of cash going in and out from deposits, and the online portal makes it easy to keep track of change orders. The treasury manager can log in at any time for an update to see if coin orders have been placed and paid for, and feel confident stores are ready for busy seasons, holidays, or [in case of emergencies](#).

## The Results

In addition to the benefits listed above, the quick-serve restaurant group was able to narrow its banking relationships from over 60 accounts to only 15. This consolidated operational efficiency, smoothed financial obligations, and increased cost savings.

Not only were the results noticeable at scale, but the restaurant managers at each of the 1000 locations were able to **reduce their labor efforts by 1.5-2 hours daily**. Now, the locations can focus on customer satisfaction. The results transformed how the company handles cash, and according to the restaurant group's treasury manager:

**“[ICL] is trailblazing in regards to the service they're providing. They do what they say they're going to do. And I think it's a great solution for any company that has a smart safe solution today with one of the big four armored companies.”**



# Common **Hidden Fees** and Costs in Cash Management

Poor cash management can create increased costs in many areas of your franchise. Most noticeably, it leads to the direct loss of money through accidents, theft, or shrinkage. On top of this, businesses have to worry about the hidden fees from certain cash-handling services.

## COMPARING COSTS WHEN CHOOSING SOLUTIONS

	CashSimple <sup>™</sup> by IntegratedCashLogistics	Our Competitors
Daily Rate w/ No Added Fees	✓	
Change Order Fees		✓
Banking Fees		✓
Training Fees		✓
Activation Fees		✓
Fuel Surcharges		✓
Security Surcharges		✓
Insurance Surcharges		✓
Premise Time Fees		✓
Shipping & Install Fees		✓
Safe Maintenance Fees		✓
Holiday Service Charges		✓
Cellular Service Charges		✓
Cost-of-Living Surcharges		✓



**Banking Fees**



**Transportation Fees**



**Insurance Premiums**



**Installation Fees**



**Maintenance Fees**



**Holiday Charges**



**Expenses & Employee Costs**

# Common **Hidden Fees** and Costs in Cash Management

With the usage of a streamlined [cash management system](#), you can reduce these hidden expenses for your franchise. [ICL](#) is here to ensure that you effectively handle cash at your locations, leading to increased profit and reduced stress.

## **Banking Fees**

Some cash handling services require you to work with their preferred bank or impose [banking fees](#) on every deposit, which adds up in the long term. This becomes even more complex if you have multiple locations.

## **Transportation Fees**

There is often a fuel charge or mileage fee for each money transfer. Or, if you don't use a cash-in-transit service, consider the labor costs and opportunity costs of sending your manager [out on daily bank runs](#).

## **Insurance Premiums**

Transporting any amount of cash can be a big risk and liability for your business and your employees. If you are handling cash transport internally, how are you ensuring the deposit itself? What if something were to go wrong with the cash, or worse, your employee?

## **Installation Fees**

Cash handling services could have start-up, admin, or installation fees that may be hidden in the contract. These hidden costs all add up quickly before you even start using the service.

## **Maintenance Fees**

Some companies charge maintenance fees on top of monthly costs per store or person rather than a full-coverage flat rate.

## **Holiday Charges**

Retail settings like grocery stores, gas stations, or retail and gift stores are likely to run into issues over the holidays. Cash handling services often require a surcharge for holidays and still experience delays in getting money to your bank account. This can cost your business endless amounts of stress on top of money loss.

## **Employee Costs and Other Business Expenses**

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# Franchise Challenges in Cash Management

Franchisors often face many unique challenges when it comes to managing cash. Not only do they have to manage it across diverse locations, but they also have to worry about varying market conditions, which drastically complicates the process.

## Operational Inefficiencies

As a franchise manager, you know just how difficult operating multiple locations efficiently can be. Between the time spent communicating and fixing problems specific to each location, it can be difficult to efficiently run the business.

However, a streamlined cash management system between all locations can help.

### Manual and Time-Consuming Processes

Manual cash handling leads to mistakes from staff, excess time spent on deposits, and issues with lost overhead. An automated cash management system, like [CashSimple®](#), allows your locations to increase efficiency and optimize internal controls for accuracy across all stores.

### Employee Training and Compliance

Certain employees may not understand how cash handling works, leading to issues with compliance. A streamlined system can ensure all staff understand and adhere to cash handling protocols. This enhances security, accuracy, and standards among all locations.

### Cash Drawer Resolution Procedures

Cash management systems decrease the issues with cash drawer discrepancies. This can minimize disruptions and issues with even multiple employees utilizing drawers.

### Managing Cash in Transit Services

The logistics and insurance of transporting cash can quickly become overwhelming, but utilizing an electronic cash management software that doesn't require you to leave the premises ensures you manage cash efficiently.

## Financial Compliance & Reconciliation

Keep your franchise ahead of financial challenges with a reliable cash management system in place.

**Franchise locations grew by 2.2% in 2023, and are predicted to continue growing by 1.9% in 2024.**

-International Franchise Association (IFA), 2024



Not only will your business experience fewer issues with operational efforts, but a streamlined cash handling solution also ensures financial compliance and reconciliation. A robust system in a multi-franchise environment allows businesses to tackle numerous problems.

### **Fix Discrepancies and Reconciliation**

A solution like CashSimple® allows your business to keep accurate books that will ensure internal cash records across locations will match bank statements.

### **Address Regulatory Changes**

ICL can help you stay updated with financial regulations that impact cash management practices. Streamlined cash management can keep regulatory changes addressed and updated easily.

### **Explore Bank Data Volume**

It can be difficult to handle large volumes of bank data, especially when you're juggling lots of locations. Cash flow statements, transaction amounts, bank accounts, and payment methods can quickly become complicated. However, efficient cash management practices drastically reduce these issues.

## Systematization & Risk Management

A simpler, streamlined process to controls cash reduces risks and improves cost savings.



With so many locations and employees – especially if they’re in varying regions of the United States – ensuring systemized procedures can seem impossible. A singular cash capture solution across all business locations will minimize financial risks and ensure consistent handling of cash throughout the entire franchise.

As stated in a study conducted by [ScienceDirect](#) about franchises, “standardization of the methods of running the system is an important source of cost savings for most franchises.” This starts with ensuring money is handled, deposited, and managed in the same way across all locations.

### Fully-Managed Hardware and Software Solutions

ICL handles everything from the installation and maintenance of our safe to the integration and ongoing support of our software systems. All components of cash management systems work together seamlessly and reliably.

### It's Not Provisional Credit

Integrated Cash Logistics buys your cash from the moment it enters our safe, and a deposit for the cash conveniently arrives in your account the next day.

### End-to-End Automation

Automated systems reduce the need for time-consuming, hands-on efforts to handle cash and effectively eliminate the risk of manual errors. Businesses don't rely on the availability of their team to process and transport cash deposits and enjoy quicker access to their funds.

### Centralized Cash Management

Given Integrated Cash Logistics' unique expertise, all relationships and processes are managed by the ICL team. The result is a simplified cash management system that only requires your team to transport cash from the register to the safe.

## Scaleability & Growth Management

A flexible cash management system is essential for franchise growth.

Adaptable cash management systems are more than the use of [provisional credit](#). They play a critical role in supporting the scalability, growth, and profitability of franchise operations. Cash management systems allow businesses to address key business factors.



### Scalability Challenges

Managing multiple franchises can greatly vary depending on size and the ability to scale operations smoothly across locations. This problem is more complex if a franchise location is outside a bank or cash-in-transit services territory. A singular management system allows businesses to address these challenges with greater ease and flexibility.

### Investment in Growth

Reinvesting in systems that support expansion, such as upgrading cash management technology to handle increased volume and complexity, is a great way for franchises to invest in the overall growth of their company.

### Customization For Unique Needs

Customizable solutions like CashSimple® can adapt to the unique demands of franchises by ensuring each business has its needs met. The burden of cash handling is removed from the business, ensuring that it does not limit their ability to grow and expand.

### Profit Margins and Cost Control

Effective cash management impacts profit margins, which is especially critical when franchises expand and costs become more complex to monitor. Having a single point of contact for cash management becomes imperative in reducing stress and [increasing profit](#).



# Franchise Best Practices

While the best way to handle cash will look a little different everywhere, franchise owners still need to work with employees and management to ensure their process is as standardized and streamlined as possible. Implementing practices that work best for your locations' needs will drastically cut down on financial and security risks, issues with lost revenue, and more.

## Define Cash Handling Policies

It's imperative to establish clear, consistent cash-handling policies. This allows employees and management to ensure the security of any cash on hand, reduce the risk of theft or accidents, and prevent discrepancies. When considering what cash-handling processes will work best for your locations, make sure to consider:

- What are each location's cash needs?
- Are cash reporting processes streamlined?
- How much loss is from poor cash handling?

Use the answer to these questions to create a clear, written cash management plan. Train staff on how to handle cash coming in and out of registers, and how deposits are processed at the end of each shift. Keep in mind the unique needs of the restaurant whether it's quick-serve or sit-down.

Finalize the cash handling policy by having employees read and sign an agreement to the rules and best practices. Ensure all staff are well educated on the process and where to turn if any issues arise.

# Franchise Best Practices

By establishing clear guidelines for cash organization, verification, and accountability, you can reduce the risk of mistakes and create consistency across staff members. Below are cash handling strategies to implement in your business to improve efficiency, enhance security, and protect your financial assets.

## Cash Handling Best Practices

- All dollar bills in the register are face up and pointed to the left or right to easily spot bills that are out of place.
- All bills \$20 and above are verified with a counterfeit detector pen.
- Cash is pulled from the register when it exceeds a certain percentage over the daily starting cash count.
- All deposits are counted by a manager and employee with both signing off on the final total.
- The coin supply is stocked on specific days with guidance on how many rolls of each type should be available based on the restaurant's unique needs.
- Employee cash register discrepancies of all amounts are tracked daily, and investigated when the amount is over a set dollar amount.

# Franchise Best Practices

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## Designate Clear Roles

A key step to creating strong cash handling procedures and best practices is to designate clear roles related to cash management. This improves accountability and efficiency across the team throughout business hours.

For example, at each location, only assigning a few employees access to the money drawers, safes, or cash capture technology can drastically reduce counting mistakes and shrinkage. These people should be in charge of counting cash regularly and reconciling any discrepancies. They should also train new staff on the franchise's cash handling policy since they will be most familiar with it.

These clear roles will ensure that all employees, old and new, know how to keep cash secure and accurate.

## Use an All-in-One Solution

It takes a lot of time and effort to set up and manage your cash-handling policies and procedures. Franchise owners and managers may find that the process takes too much time away from other responsibilities, even after honing these cash management systems.

Instead, invest in an all-in-one, cash management solution. These solutions use smart safes to count and securely store your cash automatically, and provide reporting to speed up reconciliation. [Cash handling services](#) take the burden of cash management off of the franchise owner, manager, and staff by putting it into the hands of experts.

# 7 Reasons for Outsourcing Franchise Cash Handling

While it may be tempting to try and handle all your business needs on your own, outsourcing cash handling can drastically improve profits and decrease stress. As mentioned, traditional cash management often leads to increased reporting mistakes and issues with overall cash flow. Cash management software solutions remedy the issues that many businesses experience with traditional cash management.

For example, cash automation can help your business make informed decisions about cash inflow and outflow. It also allows you to plan ahead and ensure that operational requirements are met for any situation that may arise.

There are numerous reasons to outsource your [cash-handling processes to professionals](#). For Integrated Cash Logistics, there are seven core reasons to outsource and transform your cash handling processes.

1. Better Financial Planning and Strategic Decision Making
2. Better Control of Cash Flow
3. More Prepared For Growth
4. Go Where You're Needed
5. Improve Risk Aversion
6. Access New Loans or Lines of Credit
7. Tackle Financial Issues Earlier



1

## Better Financial Planning and Strategic Decision Making

Take the guesswork out of your needs and instead strategically plan for the future. This may include renovations, upgrades, increased staff or training, or expanding your offerings. Feel confident making decisions based on knowing exactly how much cash you need on hand, when deposits occur, and what daily sales look like.

Cash management solutions give you the time, energy, and savings to be able to look into the future of your business.

2

## Better Control of Cash Flow

Manually reporting and entering numbers into an Excel document or other type of monetary software can leave room for human error. This can affect your banking or monetary information, and can also derail your day-to-day operations.

However, an effective technique to improve cash management would be to implement cash capture software, like the technology at [Integrated Cash Logistics](#). Real-time reporting leads to better accuracy and more visible cash flow for your business anytime you need. Fully understand daily, monthly, and annual cash flow to find trends and changes that influence business decisions. This type of control of your cash flow gives you the freedom to meet staffing needs and provide exceptional customer service.



3

## More Prepared For Growth

After you have a better handle on cash flow and your franchise's needs, you're able to prepare for growth and scalability operations. Expanding even further is a sure sign of your franchise's success, and having a streamlined cash management system allows you to easily migrate to additional locations while still staying organized, prepared, and stress-free for the future.

The benefits of a unique cash handling service like Integrated Cash Logistics CashSimple® is not only are you more prepared for growth in locations, but you'll have added banking and armored car service flexibility. Regardless of how many locations you manage, bank where you want with who you want. Feel confident that your money will always reach the preferred bank account of your choice, even if armored truck services can't pick it up every day.

Whether you're managing a single franchise restaurant, or overseeing hundreds, Integrated Cash Logistics works with you to keep cash flowing smoothly and securely to your bank

4

## Go Where You're Needed

When you're able to delegate cash management tasks to specialized providers and reduce the time you spend on logistics, you can focus on core business growth and customer engagement. After installing a cash capture solution like CashSimple®, your managers and staff can spend time on what matters most – your customers and their experiences.





5

## Improve Risk Aversion

With an automated cash management system, any loss, risks or discrepancies can be detected immediately. Due to the automated nature of the safe, if there are any errors in reporting, the system quickly flags the error. The mistake can then be remedied by the staff and with the support of your ICL representative. This way, fraudulent transactions are greatly minimized, leading to increased efficiency and accurate reporting before problems get out of hand.

6

## Access New Loans or Lines of Credit

Effective, outsourced cash management can even enhance your credit profile and improve your business's working capital. With detailed records of cash flow and accurate reporting, banks, and credit lines will recognize your business' profitability. These efforts directly contribute to improving your business credit score to extend lines of credit, apply for new business loans, or increase credit limits. This way, it'll be easier to access new loans or credit lines for the future, which can be especially beneficial for expansions or other large needs.

7

## Tackle Financial Issues Earlier

Cash management software allows franchisors to accurately track finances and uncover trends. Noticing high demand for coins over the holidays, a seasonal shift bringing an upswing in profits, or being consistently unprepared on certain days can be identified more quickly than manually reviewing receipts and register tape.

Instead, real-time reporting helps identify key markers like these that can negatively impact sales and efficiency for the team. Before these changes become significant problems that create more unnecessary costs, a cash management solution can keep business on track by solving the issues rapidly.

# Choose CashSimple®

Integrated Cash Logistics is here for all of your business cash management needs. As a store owner, you want to ensure that your managers spend as much time as possible serving customers and enhancing operations.

When you utilize a cash management solution like CashSimple®, you're allowed to do just that. We simplify complex processes, support your business growth effectively, and help you improve your franchise, no matter how many locations you operate.

## Streamlined Cash Collection Services

Once we buy your cash, it's our responsibility, including partnering with armored car companies to move it so you don't have to.

## Next-level Cash Management Tools

ICL's configurable CashSimple® portal allows you to access your cash deposit data in real-time with flexible reporting designed to meet your unique goals and needs.

## Efficient Remote Cash Capture

ICL's CashSimple® uses our own proprietary software, technology, and industry-leading safes to drive the remote cash capture process.

## Removing Provisional Credit Risks

We instantly buy deposits from you and provide quick access to cash. You don't need provisional credit to compensate during a cash transport.

## Simplified Cash and Coin Delivery

Our CashSimple® services bring a process-driven, proprietary solution to managing change orders.

## Cash Portal and Automated Software

Behind the scenes, our proprietary technology manages the entire process, simplifying your relationship with cash at every stage.

With our streamlined cash collection services, simplified cash and coin delivery, and next-level management tools, you can feel empowered to make the business choices that matter most for your needs. No matter which [industry you serve](#), we're here to help you stay on track and be the solution you need.

Reach out to our team today to [schedule a demo](#) or learn more about our services.

# **IntegratedCashLogistics**

**Curious about how CashSimple<sup>®</sup>  
can help your franchise?**

**(302) 778-9601**

**integratedcashlogistics.com**

**Schedule Your Demo Today**

# Integrated CashLogistics

Proudly serving franchise locations nationwide.

