



CRLF Testimonial – Kula Yoga on Main 10.17

My name is Cari Eisenson, and I am the owner and operator of Kula Yoga on Main.

In 2012, I was in a period of substantial transition. I was recently divorced, and had just changed careers to accommodate being a single parent to two young children. Having completed my 200 hour yoga teacher training, I began teaching at a studio called Transformation, on Main Street in Carbondale. It quickly became clear that this was my “calling,” so to speak, and so, when the owner of Transformation approached me and indicated his desire to sell his business and move on, I moved immediately to purchase his assets and establish my own business.

Even after a round of negotiation, the purchase required a lot of financing. I was extraordinarily lucky to have found the Carbondale Revolving Loan Fund. My fiancée and I spent a great deal of time on our application – an exercise that, in addition to securing help from the Fund, helped us to crystalize our business plan and our expectations. With my parents as co-signors, we received \$25,000 to acquire the assets of Transformation (re-branded Kula in 2013) at a dramatically below-market interest rate, especially given my recent divorce.

The CRLF were wonderful lending partners. Kula has been a great success thus far. We just celebrated our 5th anniversary. We have the busiest yoga classes in this part of our valley; in addition to supporting my family, the studio has allowed nearly 30 other local teachers to ply their trade, and we have donated countless passes and one class’ revenues per month to various local charitable causes. I cannot recommend CRLF financing highly enough to passionate and serious local entrepreneurs.

