

Biz2Credit[®]

TaxAct Professional



Financial Tips for Tax Professionals

With

Jessi Dolmage, TaxAct Professional

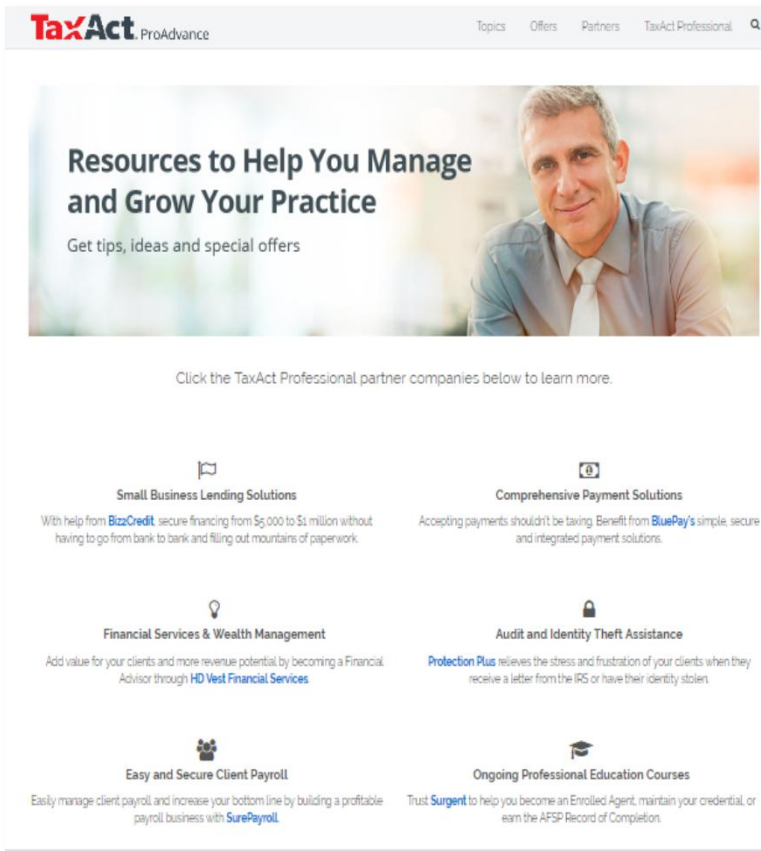
Tracy Kellaher, Biz2Credit Inc.

Thursday, Oct. 13, 2016

3 PM (EST)

What is **TaxAct** ProAdvance

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TaxAct ProAdvance

Topics Offers Partners TaxAct Professional

Resources to Help You Manage and Grow Your Practice

Get tips, ideas and special offers

Click the TaxAct Professional partner companies below to learn more.

- Small Business Lending Solutions**
With help from **Biz2Credit**, secure financing from \$6,000 to \$1 million without having to go from bank to bank and filling out mountains of paperwork.
- Comprehensive Payment Solutions**
Accepting payments shouldn't be taxing. Benefit from **BluePay's** simple, secure and integrated payment solutions.
- Financial Services & Wealth Management**
Add value for your clients and more revenue potential by becoming a Financial Advisor through **HD Vest Financial Services**.
- Audit and Identity Theft Assistance**
Protection Plus relieves the stress and frustration of your clients when they receive a letter from the IRS or have their identity stolen.
- Easy and Secure Client Payroll**
Easily manage client payroll and increase your bottom line by building a profitable payroll business with **SurePayroll**.
- Ongoing Professional Education Courses**
Trust **Surgent** to help you become an Enrolled Agent, maintain your credential, or earn the AFSP Record of Completion.

TaxAct ProAdvance (<http://proadvance.taxact.com>) is an online resource center where TaxAct Professional customers can easily find information and resources for their practice and clients.

TaxAct ProAdvance features valuable tips, news, and special offers from various partners, all designed to help you manage your business and discover new opportunities to grow your bottom line.

Biz2Credit was one of the first partners in the TaxAct ProAdvance program.

Today's Speaker

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Tracy Kellaher

Vice President of Business Development

- Tracy Kellaher has 17+ years of business experience in the banking and telecommunications industries. She joined Biz2Credit from Equifax, the credit ratings agency
- In her role at Biz2Credit, Tracy works with financial institutions developing funding products and programs tailored for the small business client
- She is a graduate of Brown University and also studied at the University of Vienna, Austria

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Biz2Credit

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- Biz2Credit is a profitable, rapidly growing Small Business Lending (SMB) lending technology company
- Banks, Non-banks and large B2B players use the Biz2Credit platform to manage small business financing requests
- The platform has facilitated more than **\$1.4 billion** in financing for Small Businesses in the US since 2007, and each month our marketplace processes more than 6,000 requests for credit from small businesses across the US, from all industries.
- The funding products on the platform are provided by our bank and non-bank partners; Biz2Credit is not a balance sheet lender
- The platform also supports a Knowledge Center, blogs, proprietary financial tools and tips for small businesses to help them manage their day to day activities

Collaborative Platform and Partners

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B2C is enabling partners to expand core solutions and value added services



You can become a Trusted Advisor when it comes to Financing Needs!

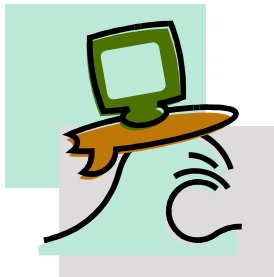
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Trust is something that you've worked hard to earn.



In today's digital world, the role of tax professional has been forced to expand.



Business owners increasingly turn to self-service websites and accounting software packages to file their annual taxes – the same holds true for financing.



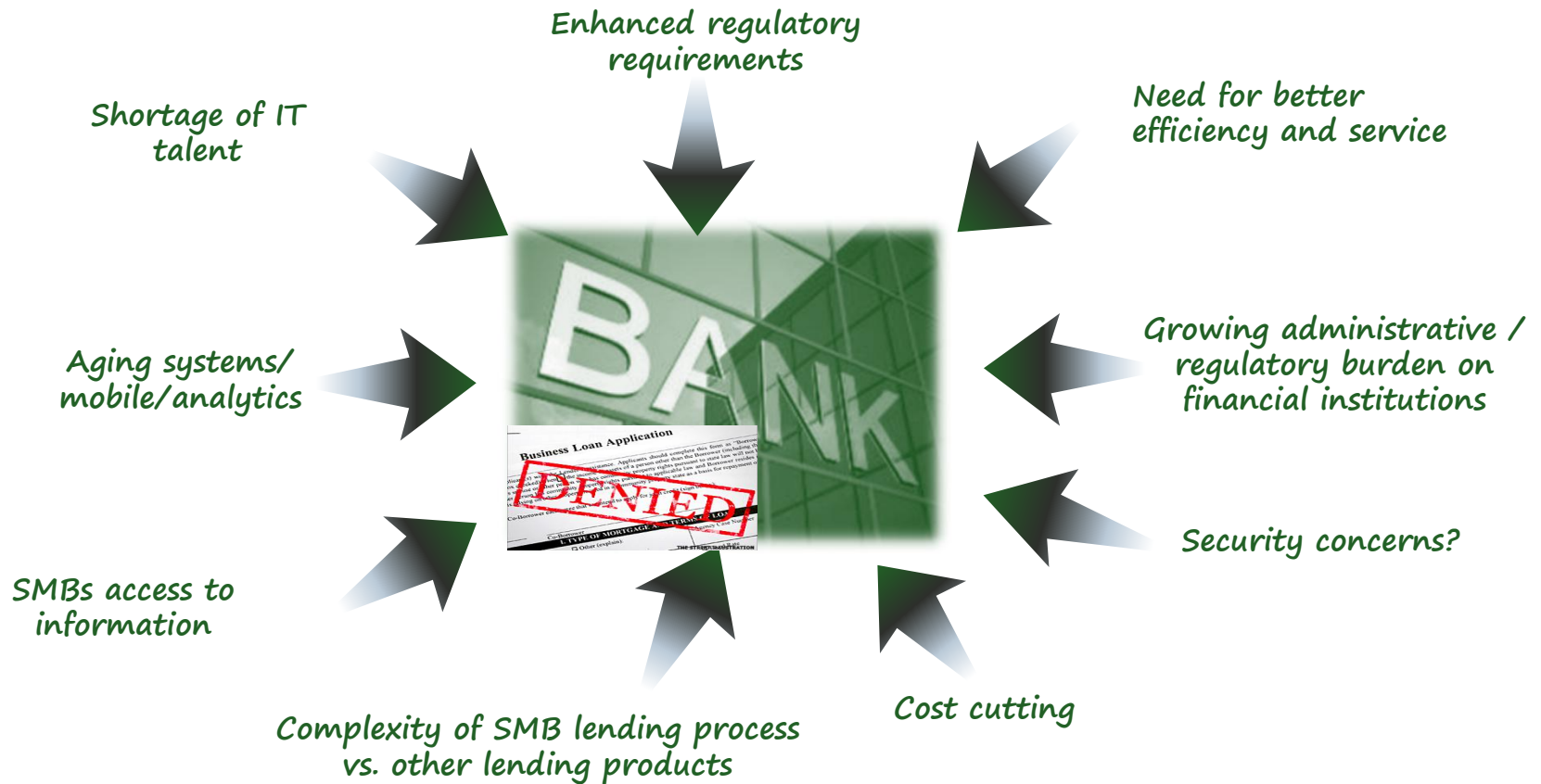
Many small business owners still seek guidance from their tax professional when it comes to managing their finances.

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Current Market Conditions: Banks are struggling to lend to Small Businesses profitably

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Banks still hold much of the SMB debt, but they are struggling to serve small funding requests



Placement of Today's Small Business Debt

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~\$750 billion total addressable market



~\$30 billion⁽¹⁾

in alternative financing

~\$80–\$120 billion

in unmet demand

~\$300 billion

SMB debt outstanding

~\$300 billion

SMB commercial
real estate

Source: US Small Business Administration, "Small Business Lending in the United States 2013". Federal Reserve, "Joint Small Business Credit Survey Report, 2014". Oliver Wyman, "Financing Small Businesses in 2013". Federal Reserve Bank of New York, "Small Business Credit Survey".

(1) Reflects estimated additional financings including small business lines of credit, receivables factoring and MCAs.

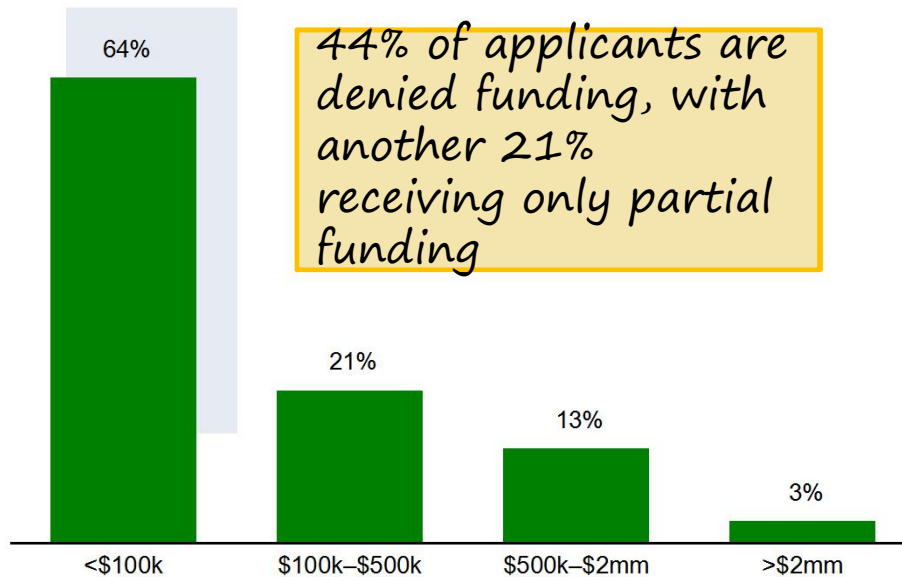
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Small Business Funding Experience

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Amount of financing sought



Of the small business firms applying for credit...

42% of SMBs have outstanding debt

And when they go to apply ...

3 applications
submitted on average

2.7 institutions
contacted on average

33 hours
spent applying for credit on average

Sources:

US Small Business Administration, "Small Business Lending in the United States 2013". Federal Reserve, "Joint Small Business Credit Survey Report, 2014". Oliver Wyman, "Financing Small Businesses in 2013". Federal Reserve Bank of New York, "Small Business Credit Survey".

New-Entrant Lenders Use New “Underwriting” Criteria

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- Social Media Activity
- Online Customer Reviews
- Bank Statements (vs. Financials)
- Online Payment History
- Proprietary Algorithms to process the “Big Data” about your clients’ business

Opportunities for Tax Professionals & Small Business Owners

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- Tax Professionals are looking to expand their financial services offerings to grow their revenues and compete in marketplace
 - ⦿ Must be knowledgeable about payroll, HR benefits, 3rd party accounting software packages
- 44% of new debt is taken on to support business expansion
 - ⦿ Help them, Help You
- Your clients are looking to you as a Trusted Advisor to help them understand the opportunities
- The No. 1 reason business loan applications are declined due to incomplete or incorrect paperwork; You can help your clients resolve this issue!



Leveraging Technology to Grow Your Firm

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- *SMB financing has moved beyond banks*
- *New Lenders include:*
 - *Institutional Investors (pension funds, insurance companies, family funds, others)*
 - *Merchant Cash Advance Companies and Factors*
 - *Microlenders and CDFIs*
 - *Credit Unions*



Popular Financing Products In the Market Today

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- Term loans
 - ⊙ Can take up to 3+ months to process
 - ⊙ 3-5+ years, fully amortizing
- SBA loans
 - ⊙ Can take from 3 months up to 1 year
 - ⊙ Up to 7 years for working capital, 10 years for equipment and up to 25 years for real estate
- Non-bank Working Capital (peer-to-peer, marketplaces)
 - ⊙ Funds in account w/ in 72 hours
 - ⊙ 12 mos. – 3 year terms
 - ⊙ Secured by business assets or credit card receivables
- Invoice Factoring – 24 hours

September 2016 Lending Stats

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- *Loan Approval Rates by Lender Category:*
 - ⦿ *Big banks (\$10 billion+ in assets) approved 23.4% of loan applications in September 2016*
 - ⦿ *Small banks approved 48.7% of loan applications in September*
 - ⦿ *Institutional Investors approved 63% of loan requests in September*
 - ⦿ *Alternative lenders approved 59.7% of loan requests in September*
 - ⦿ *Credit unions approved 41.3% of funding requests in September*

Source: Biz2Credit Small Business Lending Index

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Leveraging Technology to Grow Your Firm

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- You can now easily help SMBs source capital
- You can introduce your clients to an easy application process with the TaxAct, Biz2Credit partnership
- You can increase revenue with referral opportunity



<https://www.biz2credit.com/taxact>

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Opportunity for TaxAct Partners

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Biz2Credit CALL TOLL FREE 800-220-3795

#1 rated company by customers

Our Customers Love Us!
★★★★★
10 out of 10
TRUSTPILOT

excellent service
service was great and excellent. Compare to last year this time was better service. Mr Mukesh was very friendly, cooperative, friendly & really appreciate their support which will trust them.
Atok Sharma
TRUSTPILOT

"Biz2Credit is simply the best small business company I've seen in 40 Years."
Watch the story of Eric R. Braverman

St Louis Entrepreneurs, let Biz2Credit help you get the Business Loan you need

Easily secure financing from \$5,000 to \$1 Million

You have the business idea, the skills and the drive, but growing a successful company requires capital. That's where we can help.

Biz2Credit connects borrowers with pre-screened lenders through its secure, customized, and efficient online platform. Our team of dedicated loan specialists helps borrowers choose the right loan product and submit all required paperwork in order to quickly secure much needed working capital.

Here are just a few of the loan products we offer to small business owners:

- Real Estate Financing
- Working Capital
- SBA 7(a) Loans
- Expansion Loans
- Microloans
- Equipment Loans
- Merchant Cash Advances
- Asset-Based Loans

Find out what you can borrow, in seconds
Must have at least 6 months in business

All fields are mandatory

Loan Amount You Need
Time in Business
Your Annual Revenue
Your Credit Score
Your First Name
Your Last Name
Email
Phone

We will only contact you as your request. 100% privacy. No Spam.

Get Funded Now

By submitting this information and registering with Biz2Credit Inc., you accept and agree to Biz2Credit's Term of Service and Privacy Policy

- Send your clients to the TaxAct Portal at Biz2Credit www.biz2credit.com/taxact
- Clients complete easy online application and are matched with best financing option
- Clients can be tracked to your firm (w/ sign-up & authorization)
- Entire process managed online
- Easy, transparent, effective!
- Revenue Share available

How quickly does Biz2Credit arrange financing?

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- With the appropriate financial information from clients, funding can be secured in as little as 24 hours – depending on the lender and type of loan product
- Funds from \$5K to \$1MM

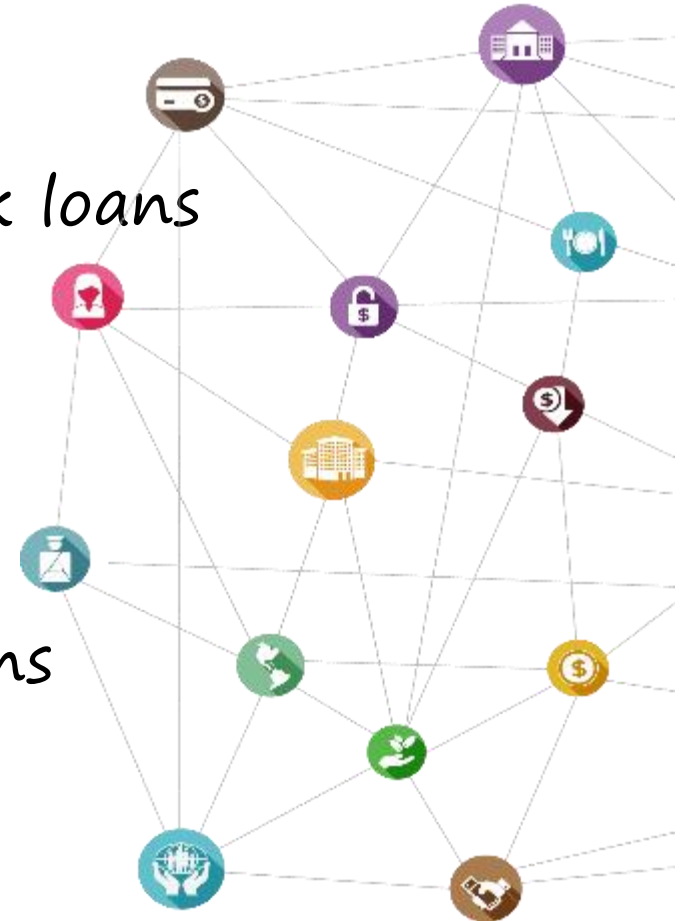


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What types of funding does Biz2Credit arrange?

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- Biz2Credit can arrange
 - ⦿ SBA loans, traditional bank loans
 - ⦿ Working capital
 - ⦿ Business lines of credit
 - ⦿ Equipment financing
 - ⦿ Business acquisition loans
 - ⦿ Commercial real estate loans
 - ⦿ Refinancing
 - ⦿ Merchant cash advances



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Why use a Digital Platform?

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- You collaborate with your clients online
- You can upload returns, interim financials, etc. to help your clients
 - ⊙ * remember #1 reason SMB's are declined for financing is incomplete records
- Your client registrants' records are maintained on the Biz2Credit platform
 - ⊙ Records are secure and encrypted
 - ⊙ Rules and Permission Levels for each user
- Data can be updated by client or Trusted Advisor for refinancing, etc.



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Summary

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- You should be a Trusted Advisor
- Today there are myriad funding options
 - ⊙ Traditional Credit (term loan, LOC, etc.)
 - ⊙ Alternative Credit (Peer-to-Peer, Merchant Cash Advance)
 - ⊙ Federal Guaranty Programs (SBA, CDFI's)
- To be a Trusted Advisor, it's critical to understand the options
- With the TaxAct, Biz2Credit partnership you can:
 - ⊙ Offer clients an easy way to complete one application that can be shared with multiple lenders
 - ⊙ Offer clients a mobile-first opportunity for funding options
 - ⊙ Collaborate with clients on the funding application (review data, upload documents, etc.)
 - ⊙ Generate referral revenue

Q&A

Thank you for joining us!

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