



smartbiz

Why SmartBiz?

We help banks grow
their small business
lending programs



Thousands of small businesses are in need of smaller loans as they grow and expand, but historically, banks struggle to meet demand. Servicing small loans can be cost prohibitive for many financial institutions and credit unions. But that doesn't mean the demand disappears – it means customers go somewhere else. Increasingly, forward-looking banks are partnering with financial technology platforms to service these customers and open up new lines of revenue.

Many of these banks rely on SmartBiz to streamline lending services for their small business customers - enabling them to process more small-dollar loans without hiring new teams or dedicating internal resources to building new technology. SmartBiz's unique combination of artificial intelligence (AI) and exceptional customer support appeals to banks ready to grow their small business lending programs without diverting attention or resources from larger customers.

Bank partners benefit from on-demand small business lending experts and leading-edge automation that reduces friction throughout the entire application and evaluation process. From initial contact to closing, SmartBiz is there for both banks and customers at every step of the way.

SmartBiz brings together humans and AI to enable banks to equip their small business customers with a full compliant, superior customized lending experience. Learn more about how we helped two partners expand their capacity, increase efficiency, and boost their ROI. Utah's TAB Bank and New York's Five Star Bank chose to partner with SmartBiz to better support their small business customers by streamlining their small-dollar loan offerings.



How SmartBiz supported TAB Bank's recent expansion with hundreds of new customers

After nearly two decades of operation, Ogden, Utah's online-only TAB Bank decided to offer small loans in consumer-facing sectors such as retail and fitness. The bank's executive leadership team quickly identified a challenge: How could they create an efficient, user-friendly loan application, credit policy, and approval process for this new customer base?

As many banks do, TAB Bank decided on a strategic partnership with a fintech partner that could identify the best possible borrowers and assist those borrowers with the application process. Better yet, a partner that could do this and process approved loans would be an even bigger help. This partner would also need to process loans in a cost-effective manner, support a borrower-friendly application in a user-friendly interface, and collaborate closely with TAB Bank staff and leadership to help support their new services.

Where other potential partners only met one or two of these conditions, SmartBiz checked all of the boxes. TAB Bank and SmartBiz co-developed TAB's loan application process, credit policy, and loan pricing. SmartBiz provided additional pipeline reporting, file storage, automated financial analysis, an applicant communication suite, and advanced credit risk modeling technology.

For TAB Bank, all these features meant reasonably priced customer acquisition, loan processing, a great customer experience, and an attentive partner. For customers, TAB's partnership with SmartBiz supported a frictionless application process. The partnership has yielded TAB 500 new customers and \$7 million per month in loan originations – all without extra time or in-house staff.

500+
new customers

\$7m
per month in
loan originations

How SmartBiz helped Five Star Bank service more small businesses to find more than \$12 million in new revenue

\$4.5m
in fee income

\$12m
in new revenue

Personalized community banking experiences are baked into Five Star Bank's foundation. So, when the bank set a goal of increasing small business demand and offering more SBA loans, they also sought a streamlined, AI-powered customer application experience with an easy-to-implement backend. After all, their business customers were in the market for digital, streamlined loan application processes.

On referral from a longtime business colleague, Five Star Bank's CEO connected with SmartBiz and discovered a shared mission to improve and expedite small business access to capital. They worked together to develop Five Star Bank's ideal digital loan application experience - one that guides customers through the financing process, creates and fills the application, and connects customers with the right financing for their businesses.

As a SmartBiz partner, Five Star Bank was able to digitally compile the paperwork required for loan applications, and the AI technology significantly shortened the interval between application and funding by taking care of the most time-consuming - and costly - elements of the loan process.

A month after Five Star Bank and SmartBiz began working together, Five Star funded its first SBA loan. Three months later, the bank's origination had increased by 260 percent. Over time, its deals per year ballooned from 20 to a few hundred. In 2020, SmartBiz's solution earned Five Star \$4.5 million in fee income, and the partnership has thus far brought in more than \$12 million in new revenue.



How SmartBiz can help your bank grow business and get results

TAB Bank and Five Star Bank found great success through their partnerships with SmartBiz, the only solution that was able to see the loan application process all the way through.

The AI powering SmartBiz handles all the small, yet important and time-intensive, tasks that bank staff would normally have to handle. As a result, the banks didn't have to hire dedicated teams to grow this line of the business, and loan officers could spend more time helping customers instead of combing through paperwork. And the SmartBiz AI isn't just traditional optical character recognition (OCR) - it fully reads applicant documents, including the application itself, for improved accuracy, compliance, and fraud detection.

When it comes time to gather all those documents, SmartBiz's centralized documentation hub is organized and ready to go. No more jumping from database to database to get an applicant's paperwork in order - it's all in one place and easily accessible.

The result of SmartBiz's AI, centralized documentation, and end-to-end services is a frictionless application process for banks and small business customers. Banks no longer have to question whether a loan's size justifies investing resources into its processing and customers get the intuitive, high-quality digital experience they expect, from the bank they already know and trust. Win-win.

Interested in the SmartBiz solution to streamline your bank's loan processing, explore more revenue sources, and keep your customers happy?

Contact SmartBiz to learn more about our platform and discover how we can help you grow.

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