



smartbiz

Engaging with
SmartBiz

The Challenge

For financial advisors and professional services firms, offering loans to small business clients has two main benefits: boosting client satisfaction and creating a new revenue stream. Offering small business loans, however, is not a simple prospect for most lenders. Working with a trusted, experienced lending technology partner that can help small business clients quickly connect to the right capital for their businesses is the solution for many of today's financial advisors and professional services firms.

When GForce Funding, a privately-owned specialty finance firm based in Florida, noticed an uptick in client demand for small business loans, they began examining the best ways to meet it. GForce engaged with SmartBiz, harnessed the platform's technology and team to streamline the lending process for their clients, and quickly turned small business lending from a nice idea into a profitable business line.



How SmartBiz helps

SmartBiz makes available to its partners a combination of AI-powered lending and human-powered customer service. SmartBiz's AI-based lending services technology helps banks efficiently process accurate loan applications, saving time for banking partners and their clients. In the case of the Florida firm, SmartBiz helped make the end-to-end lending process seamless, enhancing Gforce's relationships with its clients and the opportunity for a brand new revenue stream.

The SmartBiz technology platform "reads" an application, instantly checking whether borrowers pre-qualify for certain types of loans, including SBA7(a) loans, , saving applicants time and allowing them to look at other financing options that may be better suited to their needs. The SmartBiz AI automates aspects of the tedious form-checking process so that banking partners can better focus staff. The customer service team takes the offering even further. With SmartBiz, banking partners can reach an actual person for help.

The interpersonal connection is precisely what drew GForce to SmartBiz. As the firm began to explore which lending solutions they would offer clients, they encountered a technical issue with the SmartBiz platform. They called SmartBiz and a representative picked up right away to talk the firm through it. That encounter sparked the partnership that ultimately led to a \$420,000 loan for one of GForce's clients.

The Result

SmartBiz helped the Florida firm secure a six-figure term loan for its client by quickly confirming the client was pre-qualified, and providing the client with a hassle-free application. The client got their answer quickly, and their loan not long after from a bank on the SmartBiz platform. All it took was a call to SmartBiz to get the ball rolling.

Just give us a call - we're ready to help offer meaningful financing solutions for your small business clients.

About SmartBiz

SmartBiz is the leading AI-powered small business financing platform equipping entrepreneurs with access to the right capital at the right time. To date, SmartBiz has connected borrowers with more than \$9 billion in financing while increasing efficiency for its network of banks and trusted lending partners. More than 230,000 entrepreneurs have utilized SmartBiz to access the funding they need to grow, with 50% of loans made to minority, women, or veteran-owned businesses.

SmartBiz was named the Top Small Business Lending Platform by LendIt Fintech ® in 2022 for excellence in keeping the economy running through successful loan performance, volume, growth, product diversity, and innovation. Learn more at smartbizloans.com.

HEADQUARTERS

433 California St, 9th Floor
San Francisco CA 94104

<http://www.gforcefunding.com>

© 2009-2021 SmartBiz, SmartBiz Loans, SBA Loans Made Easy, SmartBiz Advisor, Intelligent CFO, Loan Ready Score, along with the SmartBiz and SmartBiz Advisor logos, are registered trademarks or service marks of BillFloat, Inc. dba SmartBiz Loans. All rights reserved.