

# What is Branch today?

## THE PITCH

Branch is a leader in the financial wellness and payments space with tools that simplify paying employees faster. Businesses like yours use Branch to reduce costs and provide additional employee benefits that increase the bottom line. Can I put you in touch with your Branch representative today?



## Qualifying Questions to Uncover Leads:

- What challenges do you have with your paycard today?
- How does your company process tips and mileage reimbursement?
- How does your company process payroll payments today?
- Do you have challenges attracting and retaining talent?
- Are your employees concerned about their financial wellbeing?
- Have you ever considered giving employees access to their earned wages ahead of payday?
- Do you have challenges optimizing shift coverage while limiting overtime pay?
- Can I put you in contact with a Branch Representative?

## Customer Business Benefits:

- Increase Financial Wellness and Flexibility to the business and its employees
- Provide a Safe, Touch-Free Pay Alternative & Reduce Payroll Costs
- Eliminate Manual Payouts to employees for Tips & Mileage Reimbursement
- Optimize Labor with 17% Shift Coverage, and reduce Overtime Costs
- Empower employees; 15% increase in employee retention
- No Cost, No Commitment, No Minimums, & No Obligation



## DIGITAL WALLET & BANKING

- + FDIC-insured mobile checking account that serves as a portable financial hub for working Americans



## FREE FINANCIAL SERVICES

- + Instant Earned Wage Access (Wallet, ACH)
- + Modern Banking Services (Debit card, bill pay, contactless payments)
- + Tips & Mileage Reimbursement
- + Free Access to 45,000+ ATMs



## DIRECT DEPOSIT

- + 2-Day Early Pay
- + Fee-free alternative to paycards

## TRIGGER EVENTS & CUSTOMER PRIORITIES:

- Growth and hiring (fulltime, part time, gig-workers)
- Retaining talent
- Tip & Mileage Reimbursement Challenges
- Unbanked Employees & Financial Stress
- Reducing payment risk
- Increasing Cash Flow
- Lowering costs

## TOP INDUSTRIES:

- 250+ Employees on Payroll**
- Quick Serve Restaurants
- Regional Restaurants & Hospitality
- Food Delivery
- Retail Restaurants
- Gig-Based Economy
- Shipping & Trucking
- Home Healthcare



To submit a lead, send an email to Branch Business Development [partners@branchapp.com](mailto:partners@branchapp.com)



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