



# Cash Flow Management Software That Helps Your Bank Grow More Profitably

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# Agenda

- Platform & Partner Summary
- Banking Landscape
- Charter Membership Intro
- The Business Problem & Solution
- FINSYNC Mission
- The Platform
- Case Studies
- Charter Membership Details
- Revenue Share to Bank
- Getting Started



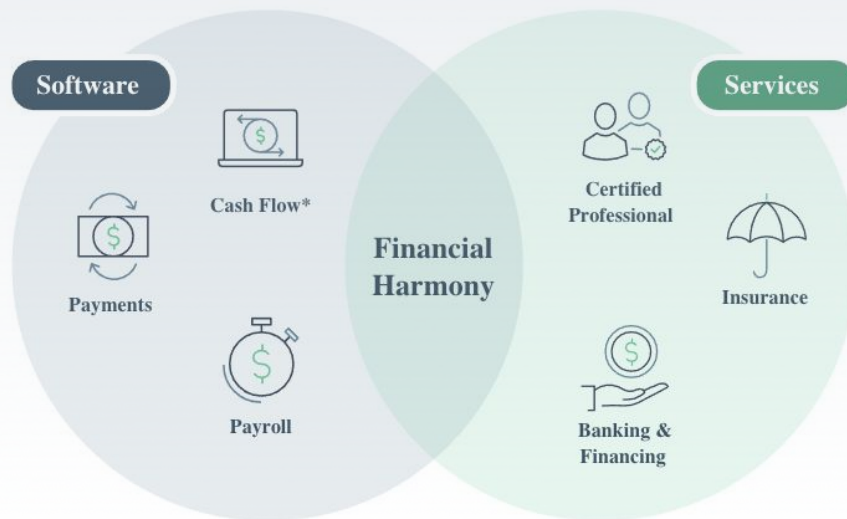
# Summary

## FINANCIAL HARMONY FOR BUSINESSES & THEIR SERVICE PROVIDERS

FINSYNC provides an all-in-one payments platform that helps businesses:

- ✓ Centralize control of payments
- ✓ Automate accounting
- ✓ Process payroll
- ✓ Manage cash flow (the “software”)
- ✓ Connect with members of the FINSYNC Network for banking, financing, accounting and insurance needs (the “services”)

Banks, credit unions, accountants and insurance agents join the **FINSYNC Network** to connect with customers resulting in more profitable results for all parties.



\*Cash Flow:  
Accounting & Cash Flow Management



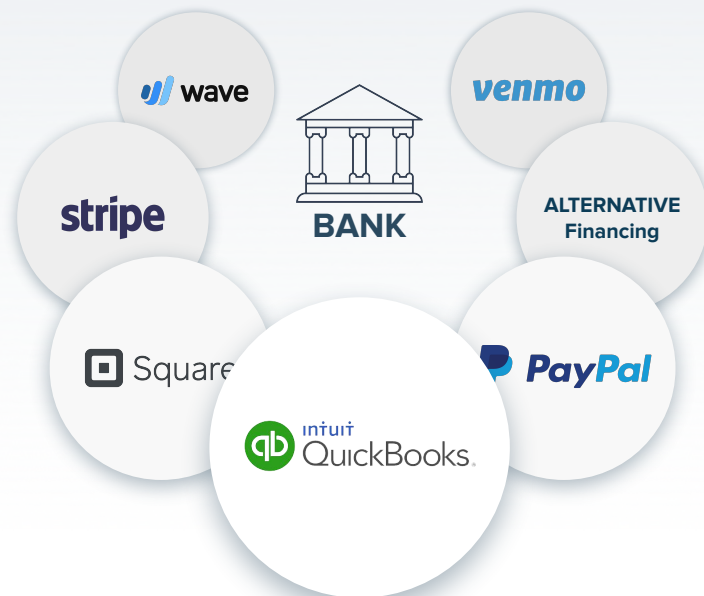
# Banks Face Increased Competition & Challenges

Intuit/QuickBooks, Square and many others are building market share with convenient back-office solutions and **continue to look for ways to disintermediate banks and their revenue streams by becoming banks themselves.**

Independent community banks do not have the research and development budget to build their own technology solutions for their business customers, and core banking providers cannot deliver products that delight users and win customers from platforms that are rapidly building their own networks.

## Summary:

- QuickBooks and others are taking deposits and loans from banks.
- Businesses - new & existing - need solutions that no single bank or core banking provider can deliver.
- Relationships are being marginalized and lost.



# How FINSYNC Helps Banks

FINSYNC created a cooperative structure with a network of banks and credit unions to help these financial institutions better market their services with FINSYNC's software in order to better compete, win, and retain new customers.

To further help our partners grow, we are offering a new class of membership, **Charter Membership**, that comes with the benefit of additional marketing support, increased earnings potential (royalty-based profit sharing), and many other benefits.

**For a limited time, you can join as a Charter Member for \$500 per month. No long-term contract required.**

## CHARTER MEMBER - OPPORTUNITY BY THE NUMBERS.

**\$720**

Increase non-interest income per business using FINSYNC for cash flow management by an average of \$720 per year. For every 100 customers we help together, that's an extra **\$72,000 per year in revenue for the bank.**

**\$8,400**

At no charge, your bank can have two lender seats and work with any other member of the network to approve and close more loans.

**\$40,000+**

As a Charter Member, you get marketing services that will help you promote your bankers and services to attract and retain more customers.

**\$5 Million**

FINSYNC is always investing in R&D to deliver you new products and services that help you serve customers more efficiently.



# The Business Problem

**The old way** businesses operated was decentralized and disconnected from accounting software and financial professionals, causing manual bookkeeping and challenges managing cash flow and connecting with bankers, accountants and insurance agents in a timely, topical fashion.

- ✓ Slow Payments
- ✓ Less Control
- ✓ Incomplete Data
- ✓ Inefficiencies
- ✓ Greater Operating Cost
- ✓ Higher Financing Rates
- ✓ Less Secure
- ✓ Service Challenges



# The Solution for Businesses & Banks

**FINSYNC's all-in-one platform** automates accounting as payments are processed and is backed by an integrated, top-tier network of bankers, accountants and insurance agents, resulting in the best way to manage cash flow and grow the business more efficiently and profitably.

- ✓ Faster Payments
- ✓ More Control
- ✓ Real-Time Analytics
- ✓ Greater Efficiency
- ✓ Lower Operating Cost
- ✓ More Secure
- ✓ Unmatched Service
- ✓ Faster Access to Lower-Cost Capital





## OUR MISSION

Help small to midsize businesses grow and succeed with innovative software and unmatched services working in partnership with banks, accountants and insurance agents.





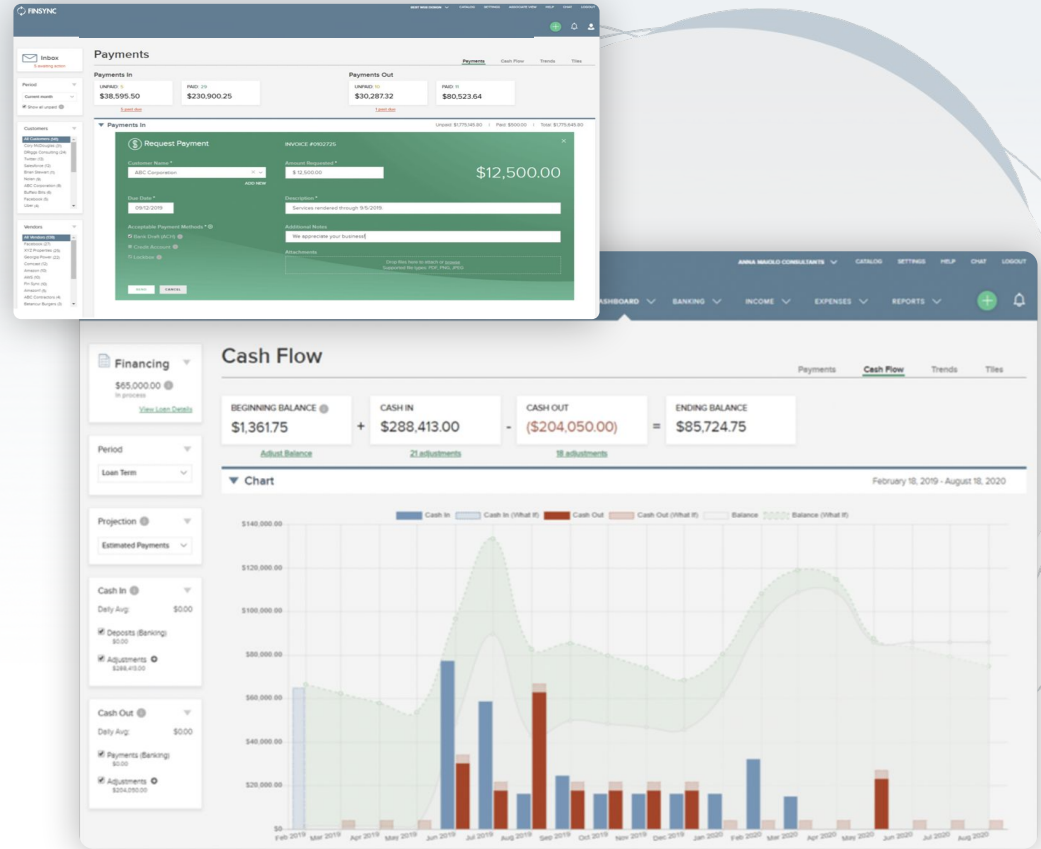
# The Platform

FINSYNC helps all types of businesses across all industries process payments and get in sync with the right financial professional at the right time.

Going beyond payments and services, FINSYNC's full suite of cash flow management features is ideal for businesses seeking an all-in-one platform for invoicing customers, paying bills, processing payroll, managing projects and forecasting cash flow.

## INDUSTRIES INCLUDE:

- ✓ Professional Services
- ✓ Construction
- ✓ Healthcare
- ✓ Retail
- ✓ Food & Beverage
- ✓ Non-Profits



# Platform Comparison

FINSYNC is pioneering a new class of financial management software: Cash Flow Management. A business can start with payments and add modules to further centralize control and grow with less time and cost.

| Capability           | FINSYNC | PAYPAL | QUICKBOOKS | BILL.COM | GUSTO | HARVEST | FUNDERA | UPWORK |
|----------------------|---------|--------|------------|----------|-------|---------|---------|--------|
| Payments             | ✓       | ✓      |            |          |       |         |         |        |
| Invoicing            | ✓       | ✓      | ✓          | ✓        |       |         |         |        |
| Bill Pay             | ✓       | ✓      | ✓          | ✓        |       |         |         |        |
| Accounting           | ✓       |        | ✓          |          |       |         |         |        |
| Payroll              | ✓       |        | ✓          |          | ✓     |         |         |        |
| Project Management   | ✓       |        |            |          |       | ✓       |         |        |
| Financing            | ✓       | ✓      | ✓          |          |       |         | ✓       |        |
| Services             | ✓       |        |            |          |       |         |         | ✓      |
| Cash Flow Management | ✓       |        |            |          |       |         |         |        |

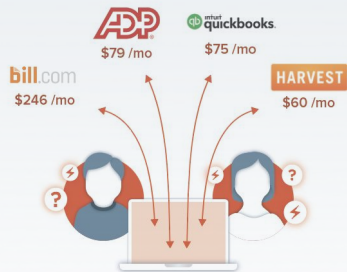


# Case Study

## The Cash Flow Management Solution

### Before FINSYNC Management Solution

- Quickbooks for accounting
- ADP for payroll
- Bill.com for paying vendors
- Harvest for time tracking



**\$460/mo**

### After FINSYNC Management Solution

- Accounting replaced Quickbooks
- Payroll replaced ADP
- Time tracking replaced Harvest
- FINSYNC Pay replaced Bill.com & more to pay vendors and accept credit card and ACH payments from customers



**\$165/mo**

|                     | THE OLD WAY | FINSYNC  |
|---------------------|-------------|----------|
| Apps                | 4 apps      | 1 app    |
| Software            | \$5,520     | \$1,980  |
| Accounting Services | \$105,460   | \$46,245 |
| Time (in hours)     | 2080        | 1040     |

#### Total Value to Client

|                  |           |
|------------------|-----------|
| Software Savings | \$2,755   |
| Services Savings | \$59,215  |
| Time Savings     | 120 hours |

|                   |         |
|-------------------|---------|
| Software Fees     | \$396   |
| Services @ 20%    | \$1,850 |
| Credit Card fees* | --      |

**Total Partner Revenue Share** PER YEAR **\$2,246**





WATCH TESTIMONIAL

*"I had been using Quickbooks Online because I was told it was the industry standard. FINSYNC told me I could spend less and get more – and they were right. I used to write paper checks out for some vendors – now I just click a button. And real people answer my questions when I write, and they call me to point out things I may have missed."*

**Andy Rostad, Partner**

MEDIA BEYOND Marketing Agency, Chicago





THE PREFERRED PLATFORM FOR FINANCIAL PROFESSIONALS WANTING TO  
HELP THEIR CUSTOMERS IMPROVE CASH FLOW AND GROW



Over 5,000 partners and growing.



# First Reliance Bank

## Success Story

### PROFILE

- Community bank headquartered in Florence, SC
- Exploration of “digital transformation” accelerated with Covid-19 and need to provide online financing
- Asset Size: \$600 Million

### VALUE DISCOVERED

- Streamlined, electronic loan application process for clients
- Easy, intuitive workflow management tool for lending team
- Phenomenal customer support for both bankers and businesses



*“The FINSYNC solution exposed our customers to what a truly digital experience is going to feel like, which was very positive, and I’d say it was an appetizer of what’s to come, and I think our customers really accepted that in a very positive way.”*

**— Ben Brazell, III**

Chief Administrative Officer, First Reliance Bank





## Additional Perspective

*“Aite Group is including FINSYNC in its Fintech Spotlight as a result of the comprehensive nature of its offering. While other technology providers offer similar components of its capabilities on a standalone basis (ie payments, payroll, etc), FINSYNC’s biggest differentiator is its all-in-one nature. This approach enables a business to run its entire back office from a single platform, as opposed to having to have multiple vendor relationships.”*

— **AITE GROUP**

March 2020

# Charter Membership





# The Benefits of Charter Membership

For a limited time, you can join as a Charter Member for \$500 per month and receive the following benefits.

**No long-term contract required.**



## Increase Non-Interest Income

Instead of the traditional 10%, you can earn 30% revenue share when you refer FINSYNC to businesses for cash flow management.

**100 referrals could add an additional  
~ \$70,000 in recurring revenue.**



## Approve & Close More Loans

At no charge, your bank can have two lender seats and work with any other member of the network through your own Lender's Portal to approve and close more loans.

**A savings of \$350 per user per month,  
\$700 for two users, \$8,400 per year.**



## Grow Your Customer Base

FINSYNC helps you promote new products and services and loan types to attract and retain more customers.

**Marketing services are included in  
Charter Membership.**



## New Products & Services

FINSYNC is always innovating, delivering new solutions that will help you better serve your business customers.

**A great way to acquire and retain  
customers longer.**



# How Charter Membership Works

Community banks will win business over the largest banks when we work together to deliver best-in-class technology and services.



## Join the Network & Promote

Join the Network online and start connecting with your current customers and new customers in a value-added way.



## Collaborate & Innovate

Participate in events held for you and your business customers, so we can share best practices, learn and continue building solutions that help all parties grow more profitably.



## Grow as the Network Grows

When all Charter Members work together to deliver best-in-class solutions, you and your business customers win.

# Revenue Share Details

Limited time offer (Charter Members)

**30%**

Revenue Share

**\$720**

Per Year, Per Customer

A customer with the profile below using FINSYNC for cash flow management represents a \$2,400/year relationship. 30% revenue share to the bank would be approximately \$720 in new income per customer.

## Customer Profile

- 15 Employees on Payroll, 2 pay periods per month
- 30 ACH transactions per month
- 30 Checks or Lockbox per month
- \$15,000 monthly charge card volume

## FINSYNC Fees

**\$45** Accounting & Cash Flow Management Software

**\$95** Cash Flow Management Plus Payroll & Projects

**\$0.50** per ACH

**\$1.00** per Check

**\$4.00** per employees per pay run for tax reporting and remittance<sup>1</sup>

**2.9%** plus **\$0.30** per charge card transaction<sup>1</sup>

1. Volume discounts apply

## Revenue Share Based on Number of Customers

| Number of Customers | Annual Revenue Share to Bank |
|---------------------|------------------------------|
| 250                 | \$180,000                    |
| 100                 | \$72,000                     |
| 50                  | \$36,000                     |
| 25                  | \$18,000                     |



# Join the FINSYNC Network as a Charter Member

- ✓ Participate in programs designed to help you increase profits
- ✓ Grow your bank by being matched with new businesses and individuals looking for a local bank
- ✓ Promote FINSYNC to other businesses:
  - Build long-term relationships with your customers
  - Increase recurring revenue



# Get Started Today

[info.finsync.com/charter-member-bank](https://info.finsync.com/charter-member-bank)

## Enroll Online

### Agree to Terms

Straightforward terms & conditions.

## Say Hello

### Meet your Success Manager

Your partner success manager will be in contact to update your online FINSYNC profile and provide you co-branded marketing material and assistance.

## Let's Grow

### That's It

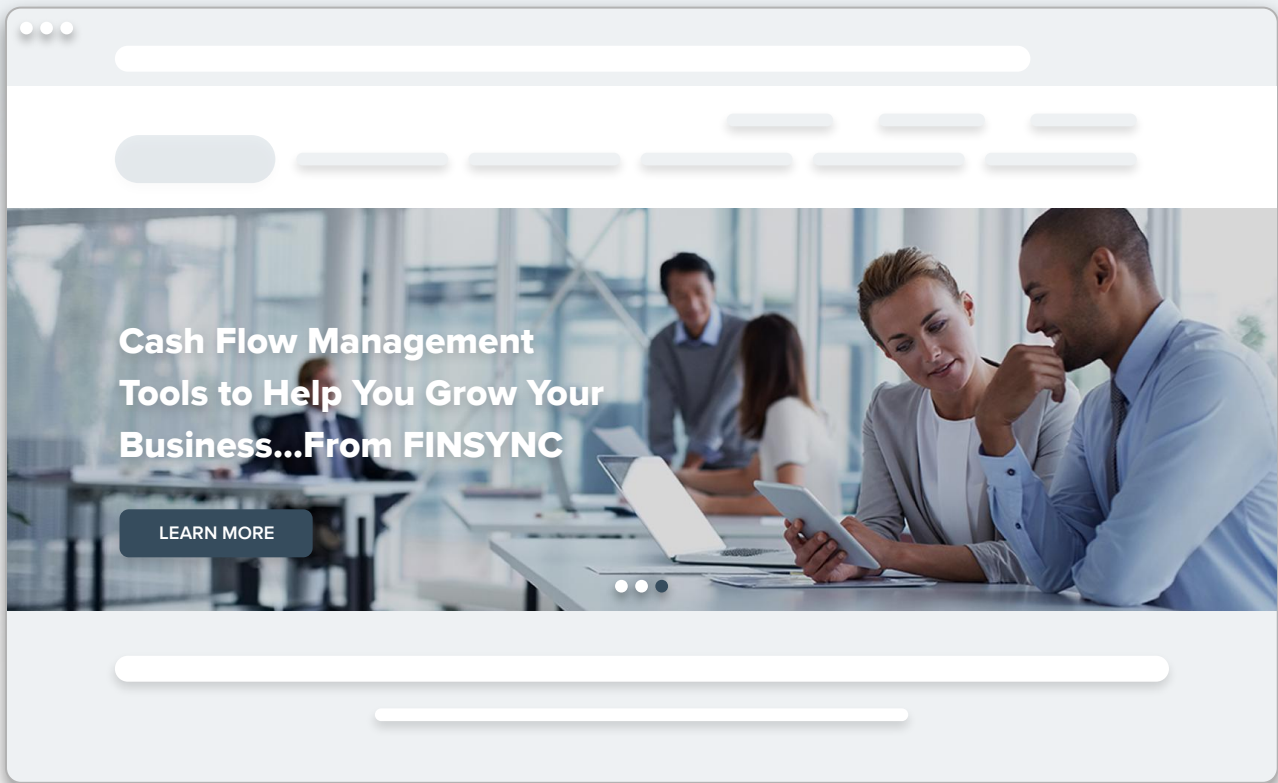
We'll take care of your referrals, share revenue and match you to new customers.



# Thank you



# Appendix



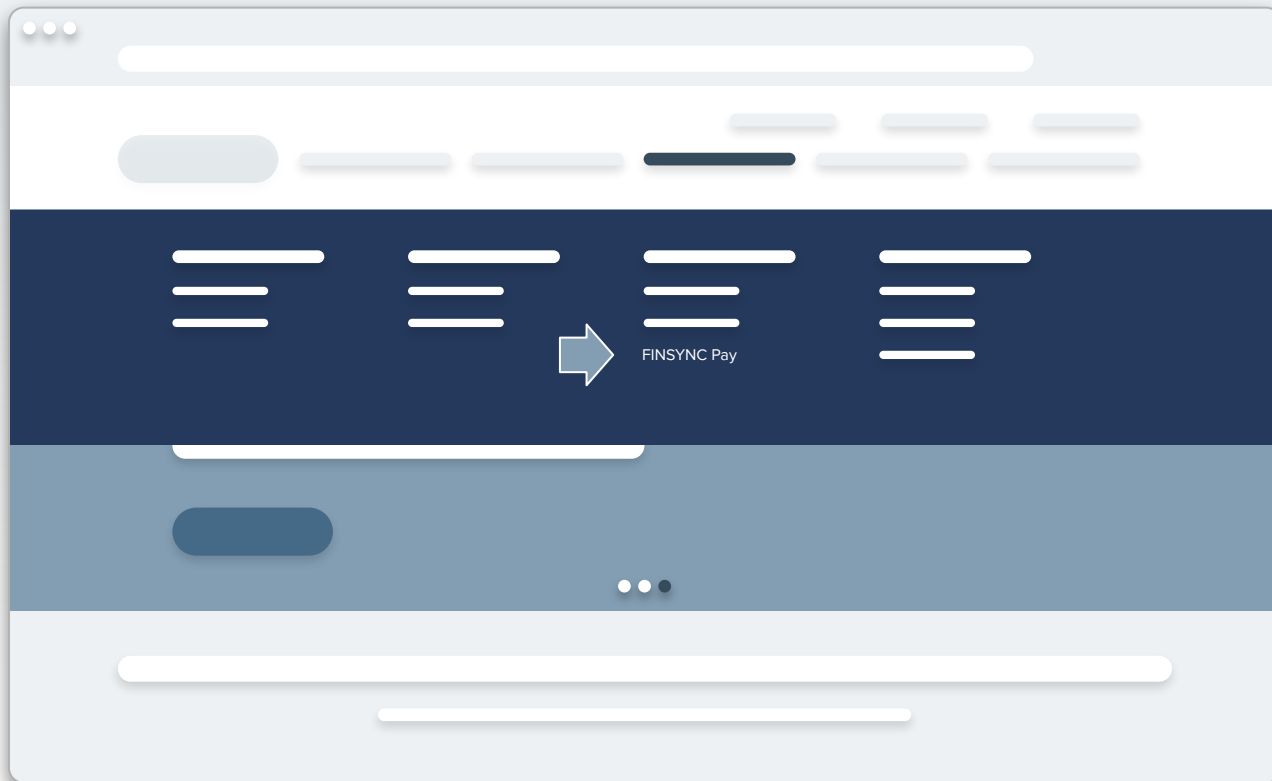
## NOTES:

Banner option: much in the same style as --- Bank's current index page: ---.

Add message variations for each product:

Payments  
**Cash Flow**  
Financing





## NOTES:

A new menu item under the Business Banking category.


Bank Logo | FINSYNC

## APPLY FOR FINANCING

--- Bank is part of the FINSYNC Lending Network, which allows us to work in concert with other lenders to ensure you have the best loan options available to you to grow your business. **Apply once and see the best loan options online.**


Loan options are based on your past, present and projected cash flow and the unique needs of your business.

APPLY ONLINE TODAY





## NOTES:

The basic content from the new FINANCING page, combined with the message that FINSYNC and --- Bank have partnered to help --- Bank's business partners succeed.


Example Bank  FINSYNC

## Sync Your Example Bank Accounts to FINSYNC and Experience Financial Harmony and a Better Way to Grow Your Business

**Sync Your Bank and Credit Cards to FINSYNC and:**


- ✓ Send payments from your bank account or credit card using only an email address
- ✓ Receive payments however your customers want to pay: ACH, credit card, online, email, or in person


 All payments sent and received are backed by threat protection, advanced monitoring, greater privacy and secure encryption.

**Also, Sync Your Accounts to:**

- ✓ Automate accounting
- ✓ Process payroll
- ✓ Manage & project cash flow
- ✓ Streamline financing
- ✓ Save time & money

Unlike Quickbooks and similar accounting applications, FINSYNC is an all-in-one payments platform that automates accounting, helps you manage cash flow, and connect with your personal banker at Example Bank online anytime you need financing.



Example Bank  FINSYNC

**Software**

- Cash Flow
- Payments
- Payroll

**Financial Harmony**

**Services**

- Credit Professional
- Insurance
- Banking & Financing

## Better Together


When you combine payments, payroll, accounting and cash flow management with built-in services, you'll experience financial harmony and the best way to grow your business more profitably.

\*Cash Flow Accounting & Cash Flow Management

## Finances Are Better In Sync

The old way businesses managed payments, accounting and cash flow was decentralized.

The Example Bank and FINSYNC approach is centralized and helps you save measurable time and money.



## We Measure Our Success Through the Success of Our Customers

We have customers who have saved tens of thousands of dollars per year moving from many different applications to a single platform.

|                 | The old way | FINSYNC  |
|-----------------|-------------|----------|
| Apps            | 4 apps      | 1 app    |
| Software fees   | \$5,520     | \$1,980  |
| Service fees    | \$105,460   | \$46,245 |
| Time (in hours) | 2080        | 1040     |

**TOTAL ANNUAL VALUE TO CLIENT**

|                  |                 |              |
|------------------|-----------------|--------------|
| <b>\$2,755</b>   | <b>\$59,215</b> | <b>1040</b>  |
| SOFTWARE SAVINGS | SERVICE SAVINGS | TIME SAVINGS |

## Example Bank & FINSYNC Are Here to Help You Succeed with Innovative Software and Unmatched Services

You can get started with payments, payroll or services, or get all your finances in sync with the complete solution and grow your business more profitably.

→ **Get Started Today**

FINSYNC is the only all-in-one payments platform that helps businesses get all their finances in sync, centralize control of cash flow, and get in sync with the right financial professional at the right time. Grow in new and empowering ways when you combine innovative software with unmatched services.

## NOTES:

A co-branded, 2-sided marketing slick (PDF) for distribution via email or in-person (high resolution printing).