



PRESS RELEASE

For Immediate Release

BeneTrends Introduces Single Source Funding Designed to Strengthen Small Business Start-up and Growth

Rose Voltz appointed Senior Financing Consultant

North Wales, PA – February 2011: BeneTrends, Inc., the nation's leader in retirement plan solutions and funding for small business welcomes Rose Voltz as Senior Financing Consultant to offer Single Source Funding to its clients. "During these economically challenging times, we've helped thousands of individuals invest a portion of their retirement funds in their own businesses," Leonard Fischer, CEO and Founder of BeneTrends stated. He added, "As commercial capital becomes increasingly tighter, broadening our funding support to include SBA loans, small business loans and lines of credit was only logical. Rose Voltz is a natural to help BeneTrends accomplish this goal."

Rose Voltz has joined BeneTrends as a Senior Financing Consultant specializing in Single Source Funding. With more than two decades of banking and SBA experience, Rose has developed a keen instinct for understanding the lending needs of small business clients. During her career, she has helped many entrepreneurs achieve their dream of starting a business or buying a building. Particular strengths include an extensive knowledge of SBA lending and strong relationships with a expansive network of national, regional and community banks.

"I possess a strong understanding of lenders, most importantly how they think, what they want to see and what they need to approve a loan," Rose told us. She added that her husband operates a successful small business, giving her a great understanding of BeneTrends clients. Additionally, her relationship with banks provides a keen understanding that



not all banks view risk the same, nor are they all looking for the same type of lending opportunities. The benefit to BeneTrends clients is that she will be able to analyze the client's specific situation, determine which bank best fit their needs, identify what perceived risk concerns the various banks may have and help clients minimize them before the process even begins. As a result, Rose will be able to streamline the process while enhancing their funding options.

About BeneTrends

BeneTrends is the nation's largest and most experienced provider of retirement plan design and administration services to small business. The single source funding includes, The Rainmaker® Plan which enables business owners to invest retirement money tax deferred and penalty-free in their business, SBA lending and conventional loans such as leasing and lines of credit. Over the years, BeneTrends has worked with hundreds of franchisors, franchise consultants and business brokers helping put thousands of people in businesses of their own.

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