



# A powerful platform connecting small business customers to capital and resources

When reaching small businesses in the markets you serve is top of mind, CRF Connect should be top of your list. CRF Connect is the first and largest online network of community lenders and business support organizations enabled by technology that caters to small businesses throughout the country.



## Connect with Customers

Easily reach more small business customers that fit your lending or program parameters. CRF Connect's innovative matching algorithm makes it easier for partners to find and engage with prospective clients looking for the services you offer.



## Stay Organized

Manage your customer pipeline with easily tracked views and filters. CRF Connect's back-end portal enables partners to quickly check the status of leads, track remaining programmatic funds, and identify bottlenecks. Utilize CRF Connect's API to directly connect your lead pipeline to your organization's internal CRM system.



## Secure your Data

You and your small business customers can rest easy knowing that their information is safe. CRF Connect is fully encrypted and meets the security requirements for large banks and federal and local government agencies.



## Power your Small Business Programs

Your programs are uniquely designed to meet the needs of small businesses in your community. Let CRF Connect accelerate the impact of these programs by bringing together customers, lenders, and other service providers in one place. CRF Connect technology also makes it easy for lenders, business support organizations, and grant makers to participate in public/private partnerships or other programs that bring together multiple sources of capital to help businesses grow and thrive.



## Access to a Network of Partners

You're not in this alone. CRF Connect thrives because of its network of community partners that each bring their own expertise and resources. This means that if you're unable to serve one of your clients, chances are another partner on the CRF Connect network can.

## For more information, please contact:

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