

Helping You Serve Your Members Better

Exectras enables trade associations to better serve the business needs of their member community thereby strengthening the deep value of membership. Association KPI's such as new member recruitment, member retention and member engagement are positively impacted, as are non-dues revenue opportunities.

Having committed the last decade to partnering with scores of associations and tens of thousands of their members, Exectras is uniquely positioned to offer this business benefits package to both associations and their members.

Better Benefits, Better Performance

Small business owners are challenged on a number of fronts. Given their size, it's a challenge to purchase the first-class services they may want to run their business. This has negative impact on their bottom line results. Additionally, they suffer significant disadvantages when it comes to hiring key talent because their benefit portfolio is not often comparable to the larger companies they compete with. Because of this, oftentimes they are forced to hire available candidates rather than exceptional candidates. These employees that the company has invested time and resources in are at risk to leave for larger competitors once they develop competencies in the skills their position requires. This environment can expose small businesses to a constant drain on budget and morale.

Retain and Increase Membership While Providing More with Exectras

Exectras enriches chamber and the small businesses they support by providing exclusive access to programs, pricing, and benefits that, up until now, have been out of reach for your members. With an easy to understand value proposition and impactful ROI, Exectras can position chambers to champion causes that help their small business partners better succeed; thus yielding a greater degree of member appreciation and engagement.

The areas of success Exectras both targets and measures is organizational well-being. Defined further, it looks something like this:

- Improve profitability
- Improve efficiency
- Improve risk understanding and risk reduction
- Improve ability to recruit better talent
- Improve employee retention
- Improve relationship between employer and employee

The following are core services virtually every business requires to operate:

- Access to funding
- Ability to process payments for goods and services
- Payroll processing
- Risk management
 - HR
 - Liability
 - Regulation and compliance
- Benefits

Reduce Operating Costs, Increase Efficiency and Protect Your Business

In each of these areas of operational need, Exectras provides access to greater levels of expertise than what is

commonly afforded to the small business space with pricing for these services at levels typically reserved for much larger organizations.

Here are a few examples:

- Full-service payroll for 8 employees is \$47.59/month with first two months free (average 1st year cost \$39.66/month)
 - Free setup and free US based expert technical support
 - Free direct deposit
 - Guaranteed accuracy and on time filing of federal, state, and local payroll taxes
 - Printable W-2s
 - File W-2s and W-3s
 - And more...
 - Most Exectras members save more than \$960.00/year
- Process credit and debit card payments with **ZERO** processor markup
 - Pay only actual bank cost on all Visa, MasterCard, and Discover transactions
 - Includes \$50,000 per occurrence data breach insurance
 - Average Exectras member savings is in excess of \$470.00/month
- \$1,000,000 Cyber and Privacy Liability Insurance
 - Full policy limits to address HIPAA, HITECH, and PCI fines or penalties
 - Cyber business interruption – Full reimbursement of lost profits
 - Clean up of actual or suspected breach of all PII (personal identifiable information, PHI (personal healthcare information, and PCI (credit card information)
 - Average Exectras member savings of \$1,350.00
- To learn about the other 7 business services available to all Exectras member please go to
<https://exectras.com/what-we-offer/business-services/>

Average Exectras members pay \$124.95 per month (based upon 5-9 employees) and by participating in the 3 services listed above, will see \$662.50 monthly hard dollar return on that membership fee. That is \$537.55 per month net dollar return to the member's bottom line! Just how appreciative would your members be if they were able to put an additional \$6,450.00 into their retirement account because you introduced them to this amazing program? Would this increase the value of their relationship with your chamber? It does, and then some!

And, remember, we only looked at 3 services. There are plenty of additional ways for your members to reduce their business and personal risk as well as operational cost.

We Haven't Even Talked About The Perks

The monthly membership fee fully funds a portfolio of benefits that typically only large employer groups offer. It is within these offerings that the lives of the employees are positively impacted yielding the desired results of attracting and retaining key talent and fostering a deepened sense of loyalty from employee to the employer. Exectras member employees receive (have access to) the following:

- a. Interest free credit lines that are NOT based upon credit score
- b. Opportunity to improve their understanding of financial matters (so they can get out of debt, make more sound financial decisions, save money, etc...)
- c. Retirement/savings program (requires company opt in)

- d. Fitness and nutrition platform promoting healthier lifestyles and company camaraderie
- e. 24/7 access to health care via telemedicine for just \$15 co-pay
- f. Reduced cost on auto/home/renter insurance and prescriptions

Your members deserve the opportunity to learn about Exectras, and you can be the one responsible for bringing this to them.

We encourage you to take the next steps in learning more about working with Exectras by:

- Visiting our booth at the annual TCCE event in June
- Attending our breakout session, “Reinventing with Exectras” co-hosted with Jim Mathis
- Contacting Tom Batchelor at 832.539.6002
- Visiting our website www.exectras.com