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SWBC PEO, LiftFund Partnership to Streamline Small Business Processes via Outsourcing Technology

San Antonio - SWBC PEO and LiftFund, a nonprofit small business lender, have partnered to offer ThriveHR™— a state-of-the-art payroll and HR management solution— to improve small business efficiency.

The partnership provides an affordable solution for the ever-changing rules and regulations facing small business owners. ThriveHR provides a digital platform that reduces the burdensome tasks associated with payroll and employment regulations and allows business owners to focus on growing their business, not just working in their business.

Resources like ThriveHR can also help small business owners save money. According to a recent study¹, programs like ThriveHR can help businesses save on additional administrative costs which can cost up to 1.4 times a full-time employee's annual salary.

"We're excited about our relationship with LiftFund," said SWBC PEO Chief Executive Officer, Norman Paul. "We understand that running a business comes with many challenges, from processing payroll, managing human resources to risk management, and everything in between. We look forward to assisting LiftFund's small business clients alleviate these burdensome HR tasks so that they will be free to use their entrepreneurial spirit and the capital provided by LiftFund to take their business to the next level."

Small business owners can also utilize ThriveHR's digital platform to improve their bookkeeping and timekeeping abilities, offer direct deposit to employees, or update any workforce changes.

"We understand that managing a small business is a job unto itself," said Janie Barrera, LiftFund President and CEO. "Through this partnership with SWBC, LiftFund clients will have more time and energy to focus on building their businesses, while leaving HR and payroll services to the experts."

¹ <http://web.mit.edu/e-club/hadzima/how-much-does-an-employee-cost.html>

LiftFund is dedicated to providing small businesses with financial tools—both in-house and via strategic community partnerships— as they look to grow and take their businesses to the next level.

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About LiftFund

Established in 1994 in San Antonio, LiftFund is a financial and business-support service organization that helps entrepreneurs strengthen their businesses, stabilize and increase their incomes, create employment and contribute to the economic revitalization of their communities. LiftFund is committed to providing capital to entrepreneurs who do not have access to loans from commercial sources. Since its inception, LiftFund has made over 19,000 loans totaling more than \$250 million across its 13 state footprint, which includes: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, New Mexico, Mississippi, Missouri, Oklahoma, South Carolina, Tennessee and Texas. To learn more about LiftFund visit www.liftfund.com.

About SWBC PEO

SWBC PEO is an industry leader offering PEO services, including payroll services, HR assistance, health insurance administration, workers' compensation insurance, and loss control services, to our clients located throughout Texas and in 27 states. To learn more about SWBC PEO's ThriveHR service offering, visit www.thrivehr.com.

SWBC PEO's parent company, SWBC, is a diversified financial services company providing a wide range of insurance, mortgage, and investment services to financial institutions, businesses, and individuals. Headquartered in San Antonio, with offices across the country, SWBC is committed to providing quality products, outstanding service, and customized solutions in all 50 states. For more information, visit SWBC's website at www.swbc.com.

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