Surviving the Slow Times
How to Weather a Stormy Economy

Receivables Management
Taking your Receivables Management to the Next Level

PLUS | Beef Up Your Benefits | Listen to Your Customers | Connecting with Baby Boomers
Supporting Your Journey to Business Success

On the road to business success, your journey is likely to include a good deal of both ups and downs. Changing economic conditions present special challenges for smaller companies, so it’s critical to take advantage of all of the resources at your disposal to maximize your cash flow.

At PNC Bank, we’ve made it our business to become the leading provider of cash flow services for any size business. We work closely with you to develop a thorough understanding of your needs, we put the latest cash management tools at your fingertips, and we apply our proven experience to deliver customized cash flow solutions that enable you to prosper in all economic environments.

Our comprehensive approach to cash flow can help you build a solid foundation to support your business success across several key areas, such as accelerating the collection of payments from your customers, providing you with better control over the timing of payments you make to your suppliers, putting your excess cash to work more effectively and ensuring you have access to credit when you need it.

Your PNC Relationship Manager can assist you in putting our unparalleled cash flow resources to work for your business. We can help you enhance your cash management processes to better position your business for continued success in the future.

Sincerely,

Jeff Schmidt
Executive Vice President and Manager
Business Banking

PNC Bank
Member FDIC
All loans subject to credit approval.
Surviving the Slow Times...

How to Weather a Stormy Economy

Slow times require fast thinking for small business owners. Since smaller companies typically don’t have the financial resources to weather dry periods as effectively as a larger company can, it’s critical to move quickly when business shows signs of slowing down. With the U.S. economy presently struggling to avert a recession, the time for action is at hand for many small businesses.

As a business owner, you have a choice in terms of how you view a slowdown. It can either be a time of frustration, stress and panic – or you can approach the situation as an opportunity to upgrade your business processes and put new initiatives in place to enhance your efficiency and weather the downturn.

Trimming the Fat

When the economy slows, an initial response by many small companies is to cut back on areas that are considered non-essential because they may not have a direct impact on sales or profits.

Although cutting back is an easy way to save money, many experts agree that slashing budgets for items that are commonly targeted when business is sluggish – such as advertising, employee training and business travel – is precisely the opposite of what a company should do during slow periods.

The key to making budget cuts is to carefully evaluate each area of your business and identify those that are not as efficient as they could be. You also should re-evaluate your association memberships and your suppliers of insurance, telephone service and other business services to ensure you’re getting the most for your money.

Bringing in New Business

While it is questionable to cut your marketing budget during slow periods, it’s a great time to refine and improve your marketing program to generate better – or more targeted – results. You can start by revisiting your marketing plan and adding new initiatives to help bring in business. Listed on the next page are some ideas to consider.
Making the Most of Your Cash Flow

When business slows, maximizing the effectiveness of how you manage your cash flow can be critical to the survival of your business. Here are some areas where you should focus your attention:

> **Accelerate the Collection of Payments**
You can improve your cash position by streamlining your systems for collecting payments with merchant services, remote deposit, lockbox and other treasury management services.

> **Improve Processes for Making Payments**
Consider utilizing online bill pay services to reduce the time and costs involved with paying your bills, as well as online payroll services to make tax payments more efficiently.

> **Invest Your Excess Cash Effectively**
Put your excess cash to work in a business money market account or business certificate of deposit.

> **Explore Solutions for Cash Shortfalls**
Establish a business line of credit that you can access in case of a cash crisis, as well as to take advantage of unexpected opportunities.

> **Utilize Information Reporting Tools**
Online information reporting tools can help you make better business decisions by providing you with the latest information on your cash position.

Position Yourself for Profitability

While economic cycles and business slowdowns might be inevitable, they don’t have to lead to doom and gloom for your business.

Use the slow periods as an opportunity to make improvements in the way you manage your business. Doing so will help you weather the stormy economic conditions, and you’ll be well-positioned for greater profitability when economic conditions turn brighter.

Follow Up With Existing Customers
Most small businesses focus more on attracting new customers than retaining their existing ones. A business slowdown is a great time to get in touch with existing customers to find out what needs they have and remind them of your capabilities.

Offer Something Free
Promotions are a great way to attract new prospects. Consider targeting prospective customers and offering them a free consultation or free sample of your product or service.

Create an E-Mail Survey
Send out an e-mail survey to your customer base and ask them about the biggest issues they face related to your field of business. Compile their answers and prepare a brief report on the results. You can publicize the results on your web site and leverage the report as a basis to set up meetings with prospective customers.

By taking a few simple steps and leveraging your time more effectively, you can go a long way toward keeping your sales steady when the economy slows. Here are some ideas to consider:

1. **Attend** networking meetings that you may not always have time for when your business is busy.
2. **Confer** with business colleagues that you haven’t met with for a while. Get together and discuss how you can help each other generate business.
3. **Write** articles for trade or local publications regarding your area of expertise. Send copies of the articles to current and prospective customers.
4. **Deliver** gifts to your referral sources or take them out to lunch to thank them for their help and talk about future prospects.
Keep the Options Open
Enhancing your receivables management solutions starts at the point of sale. By giving your customers multiple payment options, such as credit cards, check cards, gift cards and electronic check services, you can boost your business and build customer loyalty. The more payment methods you welcome, the more customers you’ll attract. Plus, in today’s market, multiple payment options aren’t something customers consider a luxury; it’s something they’ve come to expect.

To help make it easier than ever for businesses to process and track cash-free transactions, many financial institutions offer point-of-sale payment acceptance capabilities – usually under the label of “merchant services”. Look for a provider of payment acceptance services that offers a comprehensive solution – complete with next-day availability of funds to ensure a steady influx of payments, 24-hour customer service and important extras like gift card programs.

Maintaining a positive cash flow is critical to the success of any business. Without a steady flow of revenue, your business may not be prepared for the slow times that most growing companies face. Since the key to optimizing cash flow is to keep money coming into a business faster than it’s going out, any method that allows you to turn customer payments into working cash more quickly is a good idea.

The more efficiently you manage your receivables, the sooner you can put those funds to work for you and your business. Ineffective management, on the other hand, could put pressure on your cash flow. Fortunately, with a little help from today’s technologies and a few simple, proactive measures, you can more effectively manage your receivables to maximize your opportunities for success.

Time is Money
Time is extremely valuable when you’re running a business, and this is especially true when it comes to managing receivables. The faster your receivables are processed, the sooner you can reinvest that money back into your business.
Keep Your Cash Flow in Check With the Latest Financial Reporting Tools

Thanks to web-based financial reporting tools, which now are offered by many financial institutions, you can quickly and efficiently manage all of your accounting processes without investing in costly software. Today’s online tools offer a variety of features and benefits, including:

- 24/7 access to current-day and previous-day account balance and transaction information.
- The ability to instantly view the status of checks and stop payments.
- Easy-to-use, flexible and secure methods of initiating federal and state tax payments, as well as making direct deposit of payroll entries.
- Secure, reliable access to accounts, along with easy-to-use templates that let you format payment instructions for same-day settlement.
- Optional add-ons, including online account and funds transfers, online statements and advanced check-imaging capabilities.

On the other hand, you don’t want to extend too much credit or you may spend much of your time chasing down late payments. The key is to find a happy medium. Run background checks and institute written credit policies that cover terms of sale, credit approval and credit limits early on in customer relationships.

Add Incentives and Penalties
To help motivate customers to pay their invoices in a timely manner, offer a set percent discount for early payments and assess a set percent penalty for late payments. If customers still fail to pay on time, go after your payments quickly and diligently, either on your own or through a collection agency.

Failure to efficiently manage receivables can be detrimental to a growing business. It may take some discipline, but with the help of emerging technologies, it’s never been easier or faster to convert incoming payments into cash deposits in your business’ accounts.

Two of the most seemingly obvious – yet often underutilized – ways to accelerate incoming revenues are to collect and deposit payments more quickly. There are several proactive ways you can achieve this objective, including:

> Remote Deposit Services  Chances are your financial institution now offers remote deposit services, which you can take advantage of to easily and securely deposit checks into your business checking account without leaving your place of business. Remote deposit services, which require little more than a desktop scanner, allow you to put incoming checks to work for your business faster by depositing them as soon as you receive them, 24/7.*

> Be Selective When Issuing Credit  Establishing credit criteria for your business can be a balancing act. On one hand, you don’t want to lose potential customers by not offering credit or having overly strict credit policies.

*Funds may not be available for immediate withdrawal. Refer to your applicable Funds Availability Policy to determine when your funds will be made available.

**PNC does not provide tax, legal or accounting advice.
If you’re like most small business owners, the success of your company depends on your ability to attract and retain the best employees possible; however, today’s employees expect more than just basic health care in their benefits packages.

As the competition for human capital intensifies, more and more employees expect creative perks that will enhance their lives. At the same time, as an employer, you’re looking for low- or no-cost solutions to offset skyrocketing health care insurance costs. By considering a mix of both non-conventional ideas and tried-and-true additions, you can build a benefits package that boosts your ability to retain current employees while sweetening the pot for new prospects.
Here are some options to consider for making your employee benefits package more attractive without breaking your budget:

- **Telecommuting and Flexible Scheduling**
  Many employees appreciate a break in the regular routine. If your workplace can accommodate it, you may want to implement “flex time” or “work from home” days, which allow employees to spend time with family and occasionally skip the daily commute.

- **Workplace Banking**
  Save your employees valuable time and help them better manage their finances by partnering with a financial institution that offers workplace banking services. These programs generally are free to employers and can include features such as direct deposit, onsite financial seminars, financial rewards and onsite banking services.

- **Retirement Plans**
  Assist your employees in planning for the future by offering a retirement plan that fits both your business size and your budget. Financial institutions have made it easier and more affordable than ever to set up and manage plans.

- **Time Banks**
  Build a sense of workplace community by creating an employee time bank. Employees with unused sick, vacation or personal days can donate them to help coworkers who are faced with an illness or family crisis.

- **Placement Incentives**
  Motivate employees to recommend viable candidates for internal positions by offering placement incentives. If an employee recommends someone who is hired and stays for six months, reward the employee with an extra day off.

- **Health Club Membership Discounts**
  Many health clubs offer a group discount on memberships, provided you are able to promise a certain number of sign-ups. Also, healthier employees equate to fewer sick days and greater productivity, so this is a win-win solution for all involved.

- **Trading Goods and Services**
  Barter with a local restaurant, coffeehouse or other business for discounts, free goods or services for your employees. For example, if you operate a print shop located near a coffeehouse, offer to print a free run of flyers in exchange for free coffee coupons or discounts for your employees.

As you choose your benefits, remember that it’s not always the dollar amount that matters. Sometimes, a simple, thoughtful addition can spread a world of goodwill in your workplace.

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The Most Widely Offered Employee Benefits

According to statistics compiled by the U.S. Bureau of Labor, here are the employee benefits that are most commonly offered in the workplace today.*

<table>
<thead>
<tr>
<th>Benefit Type</th>
<th>Employers Offering</th>
</tr>
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<tbody>
<tr>
<td>Life Insurance</td>
<td>90%</td>
</tr>
<tr>
<td>Vacation Pay</td>
<td>77%</td>
</tr>
<tr>
<td>Holiday Pay</td>
<td>76%</td>
</tr>
<tr>
<td>Medical Care</td>
<td>71%</td>
</tr>
<tr>
<td>Retirement Plans</td>
<td>60%</td>
</tr>
<tr>
<td>Education Assistance Programs</td>
<td>49%</td>
</tr>
<tr>
<td>Non-Production Bonuses</td>
<td>46%</td>
</tr>
<tr>
<td>Employee Assistance Programs</td>
<td>40%</td>
</tr>
<tr>
<td>Health Care Reimbursement Accounts</td>
<td>32%</td>
</tr>
<tr>
<td>Dependent-Care Reimbursement Accounts</td>
<td>30%</td>
</tr>
<tr>
<td>Wellness Programs</td>
<td>23%</td>
</tr>
<tr>
<td>Job-Related Travel and Accident Insurance</td>
<td>22%</td>
</tr>
<tr>
<td>Employer Assistance for Childcare</td>
<td>15%</td>
</tr>
<tr>
<td>Fitness Centers</td>
<td>13%</td>
</tr>
<tr>
<td>Long-Term Care Insurance</td>
<td>12%</td>
</tr>
<tr>
<td>Adoption Assistance</td>
<td>10%</td>
</tr>
<tr>
<td>Stock Options</td>
<td>8%</td>
</tr>
<tr>
<td>Subsidized Commuting</td>
<td>5%</td>
</tr>
<tr>
<td>Flexible Workplace</td>
<td>4%</td>
</tr>
<tr>
<td>Employer-Provided Personal Computer</td>
<td>2%</td>
</tr>
</tbody>
</table>

*Please Note: Life insurance is that which does not include employee contributions. Non-production bonuses include payments for attendance, safety, employee recognition, hiring, incentive compensation and retention bonuses, among others.

Competition for customers has never been more challenging. You can offer promotions and discount prices to bring in new customers, but your business won’t be around very long if you can’t get those customers to come back.

It makes sense that if you improve customer service, you’ll increase customer loyalty. But improving customer service takes more than just a seminar or a motivational speaker. You must invest the time and energy to listen to your customers – and act on their suggestions – if you want to make a sustainable improvement in the level of service you deliver to them.
Establish a Relationship With Your Customers
A good salesperson can sell almost anything once, but it’s your approach to customer service that will determine whether your customers return and do business with you again. The foundation of good customer service is forming a relationship with your customers. Engage your customers and solicit their opinions, and they’ll tell you everything you need to know about improving your customer service.

There is no one better equipped or more willing to provide you with advice on improving your customer service than your customers. Survey them frequently, talk with them when they visit your place of business, organize focus group sessions and form customer advisory groups. They’ll be more than willing to tell what they want – as well as what they don’t want – from your business in terms of customer service.

A Little Effort Goes a Long Way
When you truly listen to your customers, you might be surprised by what they tell you. Most likely, they will focus on little things that make a big difference in the way your business is perceived, and you’ll probably learn that making some small changes in the ways you do business can yield dramatic positive results. Here are some common places to start:

> **Answer the Phone** – Many businesses use auto-attendants to reduce expenses, but these systems can be difficult to navigate, and they are almost universally disliked by customers. Auto-attendants are fine for when your business is closed, but make sure that a pleasant, competent person is answering your company telephone during normal business hours.

> **Keep Your Promises** – Reliability is one of the keys to any relationship. If you promise to have a customer order completed by a certain date, make sure you deliver on your promise. The same rule applies to project deadlines, customer appointments, etc. Don’t make promises that you can’t keep – because nothing will alienate your customers more than broken promises.

> **Make It Easy to Buy** – Customers value choice almost as much as they value quality and service, so offer them a selection of ways to pay for their purchases. If you don’t accept checks, check cards or credit cards, you’re turning away business. Consider offering gift cards, as well. They’re a great way to boost sales, and customers love their convenience and flexibility.

> **Respond to Complaints** – Make it simple for customers to voice their complaints and let them know you value their feedback. No one likes hearing complaints, but they provide an opportunity to improve. If you take the time to respond to complaints, you can turn an unhappy customer into a loyal one.

> **Know How to Apologize** – When something goes wrong, apologize to your customers. It is easy to do, and your customers will respect you for it. Customers understand that nobody’s perfect, and they’ll be more inclined to accept your mistakes if they know you sincerely regret any inconvenience you’ve caused.

> **Give More Than Expected** – Whether it’s a coupon for a future discount, extra help in finding something in your store or a lollipop for their children, customers love to get something extra. When you do more than what’s expected for a customer, you turn a business transaction into an “experience” that makes them want to do business with you again.

Low-Cost Ways to Build Relationships With Your Customers
It doesn’t take a fortune to build better relationships with your customers. All it takes is the right intentions and a little bit of creativity. You can start by thinking about some low-cost ways to add a personal touch to your business transactions. Here are some ideas to consider:

**Thank** your customers for their business by handwriting a note on your invoices or by sending them personal “Thank You” cards.

**Follow-up** sales with a phone call to make sure your customers are satisfied.

**Send** your customers birthday cards or contact them by phone to wish them “Happy Birthday” personally.

**Learn** the names and ages of your customers’ children and inquire about them from time to time when speaking with customers.

If you come across an article on a subject that you talked with a customer about, clip the article and mail it to your customer along with a brief note.
Baby Boomers turn Gray...

Marketing to a Mature Customer Base

Ever since the United States experienced an unprecedented wave of births following World War II, baby boomers have left an indelible mark on almost every aspect of the American scene. Some 80 million strong, the generation that made Hula Hoops and Frisbees popular in the 1950s, crowded colleges in the ’60s and ’70s, and sent housing prices soaring in the ’80s and ’90s now is nearing its retirement years.

Many fortunes have been made catering to the wants of the baby boomer generation, and savvy marketers now are refocusing their efforts to target the evolving needs and desires of this maturing market majority. Consumers over 50 already control more than 75 percent of the disposable income in the United States, and the U.S. Census Bureau reports the number of American citizens over 50 years of age will grow by more than 85 percent during the next 15 years.

Connecting With the New Fiftysomethings

Figuring out how to connect with the growing ranks of older Americans isn’t always simple, but there are some standard ground rules. It’s important to note, for instance, that the new waves of fiftysomethings are much different from their parents and grandparents. For previous generations, age 50 meant a transition time for winding down – while today’s fiftysomethings are more likely to view their post-50 years as a second life, a chance to do the things they’ve always wanted to do.

Another essential principle for marketing to persons over 50 is to recognize their diverse lifestyles – this is not one huge homogenous, gray mass. Fiftysomethings are almost equally likely to be raising children, have grandchildren or be caring for elderly parents. Likewise, many fiftysomethings are in their prime earning years, while many others have interrupted their careers to go back to college or start a business.
Motivating the 50-Plus Market to Buy

It obviously would be a mistake to assume all aging baby boomers have identical needs; however, businesses courting the growing 50-plus market can go a long way toward attracting this segment by addressing some common preferences:

> **Offer Value** As baby boomers grow older, they’re going to great lengths to make sure what they buy is priced reasonably. Existing retirees, who must make the most of their fixed incomes, emphasize value as well.

> **Don’t Assume Brand Loyalty** It’s a common misconception that brand preferences are locked in by age 40. That may have been true for previous generations, but today’s over-50 crowd is just as likely as its younger counterparts to try different options within a product or service category.

> **Embrace Experience** A great way to reach customers over 50 is by involving the 50-plus set in your marketing and sales efforts. Utilize older individuals in your research initiatives to provide insight on how best to appeal to the over-50 market.

Communicating with customers over 50 requires a different approach from communicating with their younger counterparts. To help prevent problems, make sure your employees – especially younger employees – keep these guidelines in mind.

> **Unless you know the customer well, show them respect by addressing them as “Mr.” or “Mrs.” – not by their first name.**

> **Be prepared to spend more time with customers over 50 and don’t rush or pressure them.** Mature customers generally place more of a priority on establishing a relationship with persons with whom they’re doing business.

> **If a younger person accompanies an older customer, don’t converse with the younger person as if the older person were not there, and don’t refer to the older customer in the third person when talking to the younger person.**

Make sure persons over 50 are included on your sales and marketing staffs, as well.

Addressing the Needs of Older Customers

No matter what type of product or service you’re selling, keep the following guidelines in mind when addressing the needs of the over-50 market:

> **Choose Your Words Carefully** Don’t address customers over 50 by referring to them as “older,” “elderly” or “seniors.” The terms “mature” or “experienced” are received much more positively.

> **Use Positive Role Models** Some marketers traditionally have used models in their 20s to pitch products to middle-aged customers, but today’s baby boomers are generally comfortable with themselves and pleased to see people who look similar to them in ads, brochures, etc.

> **Make It Easy to Read** Make certain your signs, marketing materials, packaging, nametags, etc., are easy for older customers to read. Select simple type faces and larger type sizes, and avoid all-uppercase lettering.

> **Establish a Friendly Environment** Make sure persons over 50 are comfortable in your place of business by having it well-lighted – inside and out – and keeping it adequately heated, with background music toned down.

There’s Green In All of That Gray

At each stage of their lives, the needs and concerns of members of the baby boomer generation have become predominant in American culture and business. As the nation’s dominant age group moves past 50, businesses that effectively understand the implications of this demographic shift and proactively address the desires of our maturing population will be well-positioned to reap the benefits financially.
The Business Life Cycle

Making the Journey as Smooth and Rewarding as Possible

Your business is constantly changing. As you progress through the phases of the business life cycle – from startup and growth to maturity and transition – you encounter new challenges and opportunities with each step. PNC Bank is there with you throughout your journey. We provide the resources you need to uncomplicate matters and advance your business forward, and we deliver the financial services and solutions to help you navigate a course to achieve your business goals.

Buckle up and prepare for an exhilarating journey.

Your focus is making sales, building a customer base, establishing a market presence and implementing a business plan. Your big challenge is cash flow. Your needs include credit and cash flow tools.

PNC Solutions
> Business Checking
> Online Banking and Bill Pay
> Merchant Services
> Business Credit Cards, Lines of Credit and SBA Financing

Putting the resources in place to fuel your business development.

Your focus is hiring key employees, establishing policies and procedures, growing market share, and fine-tuning your product and service offerings. Your big challenges are escalating overhead and payroll costs. Your needs include increased credit, working capital, employee benefits packages and customer loyalty programs.

PNC Solutions
> Money Market Deposit and Sweep Accounts
> Collection and Payment Management Services
> Business Lines of Credit, Loans and Commercial Mortgages
> WorkPlace Banking and Other Employee Benefits Programs
> IRA and Retirement Planning

Fine-tuning your systems to maintain your momentum.

Your focus is protecting your market position, adding new products and services, and expanding into new markets. Your big challenges are increased competition and changing customer tastes. Your needs include risk management, international financing and investment advice.

PNC Solutions
> Treasury Management Services
> Capital Markets
> Personal Investment Management Services**

Balancing your life and achieving peace of mind.

Your focus is capturing value, reducing risk and developing a transition plan for your business. Your big challenges are securing a realistic valuation of the company and dealing with the emotional aspects of exiting the business. Your needs include estate planning and family trusts.

PNC Solutions
> Business Succession Planning
> Business Continuation Planning
> Trust and Estate Planning
> Family Wealth Management

Delivering the Solutions for Each Stage of the Business Life Cycle

A PNC Relationship Manager can deliver the solutions you need throughout the life cycle of your business. Your success is our success, so we roll up our sleeves and dig deep to get to know you and your business. We support you with an understanding of the different financial challenges of every stage of business, and we provide you with access to the products, services and planning to help you chart a course and accelerate your progress toward your business and personal objectives.

** Important Investor Information: Securities and brokerage services are provided by PNC Investments LLC, member FINRA and SIPC. Annuities and other insurance products are offered by PNC Insurance Services, LLC, a licensed insurance agency.
Cash Flow
Manage your business to be profitable, but operate it to maximize cash flow. PNC Bank can help you prepare for the cash peaks and valleys that all businesses experience, and we provide a wide range of cash flow resources to help ensure you have the funds you need to enable you on your journey to business success.

Keeping Liquid*
While it’s essential to have an adequate amount of cash on hand to cover everyday expenses, it’s equally important that your excess funds aren’t sitting idle when they could be doing more for you.

Premium Business Money Market
The amount of money in your account determines your interest rate based on current money market rates—and rates can increase as your balance grows.

Treasury Enterprise Account¹
Not just a checking account, this solution allows you to manage your cash efficiently, helps reduce your business costs, improves cash flow and simplifies your accounting. It’s designed to meet the needs of larger companies with significant deposits, multiple checking accounts, and the flexibility to invest excess cash deposits.

Business Lines of Credit²
Instead of waiting until your money is tight and you need financing, request a line of credit when things are going well. You’ll have easy access by check and flexibility when it comes to rates, repayment schedules, and secured, unsecured and overdraft protection options.

Business Sweep Checking¹
If you normally have more money in your business checking account than you need to cover your daily operating expenses, let that extra cash work for you with a sweep account. A sweep account allows you to keep enough money in your checking account to cover all day-to-day expenses, and it automatically invests any excess cash at the end of each day, while maintaining the security of FDIC insurance to the maximum permitted by law.

Business Certificates of Deposit
Options include multi-term CDs with automatic renewal, variable-rate CDs, and CDs that allow withdrawal of funds after the first seven days with no penalty. To give your business flexibility in managing its cash flow, we offer terms from as short as seven days to as long as 10 years.

Making Payments*
We can show you how to improve your cash position by optimizing your systems for paying bills, making purchases, managing expenses and processing payroll.

Free Online Bill Pay
Pay business bills and schedule future or recurring payments with just a few clicks of your PC. Stop wasting time writing checks, reordering checks, buying stamps and envelopes, and making trips to the post office. Take advantage of vendors who offer electronic delivery of invoices, and save time by downloading invoices and their payment history into popular business accounting programs. Best of all, it’s free.

PNC Platinum Business Rewards MasterCard³
Keep business and personal expenses separate. Our Platinum Business Rewards MasterCard is a great way to manage and control travel, entertainment and other business expenses, as well as track expenses by category or employee.

Conducting Everyday Business*
Every day money flows into your business, and every day money flows out of your business—but this routine can be inconsistent and unpredictable for most businesses. PNC offers a variety of Business Checking solutions to meet the cash flow requirements of any business, and your PNC Business Banker can help you choose the option that’s best suited for your needs.

Free Business Checking¹
Are you just getting your business started? Or maybe you don’t have a lot of transactions.
> No minimum balance or monthly maintenance fee

Business Basic Checking¹
Okay, your banking needs are still pretty basic, but you want more options than with our Free Business Checking.
> No monthly maintenance fee when you maintain an average monthly collected balance of $2,500 or more

Business Enterprise Checking¹
Your daily transactions are growing as fast as your business.
> No monthly maintenance fee when you maintain an average monthly collected balance of $10,000 or more

What comes with a PNC Business Checking Account

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</thead>
<tbody>
<tr>
<td>Combined transactions free each month*</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Cash Deposits - account dollar limit amounts for free cash deposits vary by product and market. Please refer to your local branch for more details.</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Free Online Banking¹ and Bill Pay</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Free Visa® Check Card with Reward Points®</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Free next-day funding on Visa®, MasterCard® and Discover® payment transactions with PNC Merchant Services®</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Free global ATMs</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>25% discount on preferred vendor checks</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Merchant Services® discounts¹</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Free first order of preferred vendor checks</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Earnings credit rate used to offset fees</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Free Personal Performance Checking Account*</td>
<td>We reserve the right to limit the number of free Performance accounts per business relationship.</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Free overdraft protection setup¹</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Loan origination fee discount</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

¹ Loan origination fee discount ² Single deposits may apply. ³ PNC Bank, Delaware is creditor and issuer of the PNC Platinum Business Rewards MasterCard. ⁴ Combined transactions include: checks paid, items deposited, deposit tickets,ACH credits received and ACH debits received. ⁵ There may be a fee for certain optional services through Online Banking. Offers, products and pricing are subject to change. Please see the PNC Bank Visa Extras Terms and Conditions for more information. ⁶ Payment Processing services are provided by PNC Merchant Services Company. Subject to credit approval. Next-day funding valid only for Visa, MasterCard and Discover transactions when processing is performed by PNC Merchant Services and funds are deposited into a PNC Bank Business Checking account. Next-day funding for Discover transactions available for new accounts only. ⁷ Please refer to the Consumer Schedule of Service Charges and Fees, and the Business Checking Accounts and Related Charges documents.
**PNC Bank Visa® Business Check Card**
When it comes to making everyday purchases, use a PNC Bank Visa Business Check Card and enjoy the convenience of accessing your PNC Bank Business Checking account without having to write a check.

**PNC Online Payroll**
Process your payroll in a fraction of the time it takes to do it manually. PNC Online Payroll, a part of PNC Online Banking, provides everything you need to do payroll online anytime, anywhere. Internet access is available. We’ll guide you through the entire payroll process—from setup, paycheck calculations and W-2s to electronic tax filing and payments. Save time, money and better manage your cash flow with PNC Online Payroll.

**Collecting Receivables**
We can help you accelerate your cash flow by streamlining your systems for collecting payments from your customers.

**Merchant Services**
PNC Merchant Services offers more than credit and debit card acceptance. Our solutions encompass traditional non-cash acceptance, gift cards, statement and reconciliation tools, e-commerce options, Electronic Check Acceptance (ECA) and more! Services are backed up with one-on-one customer service 24 hours a day, 365 days a year. Plus, receive next-day funding for payments deposited to your PNC Bank Business Checking account. Call 1-888-562-2300 today and ask for a complimentary analysis of your current processing statement to validate whether you are receiving the best rates for your business.

**Remote Deposit for Business**
You now can deposit checks for your business without making a trip to the bank! Remote deposit lets you transmit deposits at your convenience—24/7—right from your place of business.10 Free up more time in your day—time better spent running your business. PNC offers a choice of remote deposit solutions to help support the cash flow of any size business, and they’re all convenient, secure and simple to use.

**Treasury Management Services**
PNC Bank offers an extensive array of Treasury Management Services to help you manage your company’s cash flow and financial position. Streamline business operations, gain better control, and accelerate your collection processes. We’ll talk to you about electronic payments, now, We’ll talk to you about electronic payments, now, Consistent Cash Flow, zero balance accounts, Accounts Receivable Management, Client Escrow Management and more.

**Online Information & Reporting**
**Free Online Banking**
Bank whenever you want, from anywhere you have Internet access with PNC Online Banking. It’s free, it’s accessible 24/7, and it provides you a complete picture of your financial business finances. View your current day ledger and available balances, daily deposit account activity and transaction history up to 90 days. See the status of your loan balances and verify payments. View images of cleared checks and deposit tickets up to 180 days. Transfer funds between your accounts, including draws on select lines of credit, and place stop-payment orders and order copies of checks, deposits or statements.

**PINACLE Express**
For growing businesses that need to expand their cash management, PINACLE Express provides an affordable and easy-to-use way to company’s banking online. PINACLE Express is your single resource for Web-based account information and transaction initiation, providing an integrated point of access to PNC Treasury Management’s online services and 24/7 access to your PNC accounts. You can handle your account transfers, ACH initiation and tracking, disbursement services, receivables management, balance reporting, funds transfers and client services.

**PINACLE Web**
When your business has grown enough to need sophisticated Treasury Management Services, PINACLE Web provides our most advanced cash management tools. PINACLE Web delivers powerful, comprehensive online Treasury Management tools in a secure environment right to your desktop. With a few simple clicks, you have easy access to information reporting and statements, receivables information and images, check payments and disbursement information, funds transfers (ACH and wire), FX trading, liquidity management tools and online client services.

**Specially Checking**
Not all businesses are alike. That’s why PNC offers a selection of Specialty Checking accounts designed exclusively for their needs—featuring no minimum balance requirement and no monthly maintenance fee.

**Nonprofit Checking**
PNC supports the efforts of nonprofit organizations with an account designed exclusively for their needs—featuring no minimum balance requirement and no monthly maintenance fee.

**Analysis Business Checking With Interest**
A qualifying business, nonprofit, government agency or sole proprietor can open this account, which offers all of the features of Analysis Business Checking, in addition to paying interest on the entire account balance. An Earnings Credit does not apply to this account.

**IOLTA (Interest On Lawyers’ Trust Accounts)**
Specifically designed to manage funds for multiple clients. Interest earned on an IOLTA, less any permitted service fees, is forwarded to the state IOLTA board. No minimum balance or monthly maintenance fee.

**Client Escrow Management Account**
Managing and tracking client escrow accounts made easy. This account has one master account that can be linked to any number of individual client sub-accounts. The account provides one detailed monthly statement, and it offers the option to earn interest on total balances.

**Personal Finance**
**Personal Banking**
With all of your business responsibilities, your personal finances often come last. PNC makes it easy to manage your personal banking with a full spectrum of innovative products and services—designed to save you time, save you money, and enhance your financial future.

> Checking
> Savings

**Financing Your Business**
Credit is a critical component in the success of any business, so we take the time to understand how your business operates and your working capital needs, and work with you to structure the credit solution that makes the most sense for your business. That means providing flexible interest rates, convenient repayment terms, and prompt credit availability, as well as matching the interest rate, term and other credit features to your particular situation. We offer an impressive array of business financing solutions at PNC, but it’s our lending philosophy that truly sets us apart — our goal is to ultimately say “yes” as often as possible.

**Managing Cash Flow**
We can help you manage the peaks and valleys of your cash flow—and prepare for changing needs and emerging opportunities—with a business line of credit.

**Choice Credit**
This unsecured line of credit puts from $5,000 up to $100,000 at your fingertips.2 Applying is easy and quick, with a simple application and a decision, in most cases, in one business day or sooner. You can access your funds via check.

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9 PNC Online Payroll services are provided by PayCycle and require a PNC Bank Business Checking account with Online Banking. PayCycle is a registered trademark of PayCycle, Inc. 10 PINACLE is a registered trademark of the PNC Financial Services Group, Inc.

**Important Investor Information**
Securities and brokerage services are provided by PNC Investments LLC, member FINRA and SIPC. Annuities and other insurance products are offered by PNC Insurance Services, LLC, a licensed insurance agency.
online transfer or telephone transfer, and you can get added peace of mind by using your line of credit for optional overdraft protection for your PNC Bank Business Checking account.

- **Business Equity Line of Credit** Provide some capital for your business by using the equity in your home or company building. Available in amounts starting at $10,000. Offers a variable interest rate based on the Prime Rate\(^{15}\), with a seven-year commitment, followed by 10-year principal repayments. Easy access via check, online transfer or telephone transfer.

- **Secured Line of Credit** Use your company’s assets to free up cash. Because this line of credit is backed by the value of your business assets, inventory or receivables, it offers lower interest rates than unsecured options. Available in amounts starting at $100,000 – with interest-only payments deducted automatically from your PNC Bank Business Checking account. Easy access via check, online transfer or telephone transfer.

### Growing Your Business

PNC offers a variety of innovative solutions for financing the expansion of your business, the purchase of a business, equipment purchases or other major business expenses.

- **Choice Credit**\(^{16}\) for Business Installment Loan Choose a fixed or variable rate based on the Prime Rate,\(^{16}\) as well as a repayment schedule that best fits your situation. Payments are deducted automatically from your PNC Bank Business Checking account. Available in amounts from $5,000 to $100,000.

- **Business Equity Installment Loan** Use the equity in your home or company building or both to get the cash you need. Payments are deducted automatically from your PNC Bank Business Checking account. Available in amounts starting at $10,000 and for a repayment period of up to 20 years.\(^{16}\)

### Business Credit Solutions\(^2\)

<table>
<thead>
<tr>
<th>Need</th>
<th>PNC Solution</th>
<th>Loan Amounts</th>
<th>Features</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quick access to funds, short-term working capital needs resulting in level of accounts receivable and/or inventory, and general business needs</td>
<td>Choice Credit(^{16}) for Business</td>
<td>$5,000 to $100,000</td>
<td>Unsecured Line of Credit with check, telephone and online access, and a variable interest rate based on the Prime Rate.(^{15}) Or Term Loan with either a fixed interest rate or variable interest rate based on the Prime Rate.(^{15})</td>
<td>Simple application and decision, in most cases, in one business day or sooner. Optional overdraft protection for your PNC Business Checking Account.</td>
</tr>
<tr>
<td>Working capital, equipment purchases, expansion and building improvements</td>
<td>Business Equity Loan</td>
<td>Starting at $10,000</td>
<td>Line of Credit secured by primary residence and/or owner-occupied commercial property, with check, telephone and online access and a variable interest rate. Or Installment Loan secured by primary residence and/or owner-occupied commercial property with a fixed interest rate.</td>
<td>Equity in real estate you own — your home, your company’s building, or both can be used to secure a longer repayment term compared to other loan options.</td>
</tr>
<tr>
<td>Larger working capital needs, seasonal inventory purchases, equipment and machinery purchases</td>
<td>Secured Loan</td>
<td>Line of Credit starting at $100,000</td>
<td>Secured Line of Credit secured by business assets with check and telephone access, and variable interest rate based on the Prime Rate.(^{15}) Or Term Loan secured by business assets with a fixed interest rate.</td>
<td>Leverage the value of your receivables, inventory and equipment to obtain larger loan amounts. Optional overdraft protection for your PNC Bank Business Checking Account.</td>
</tr>
<tr>
<td>Purchase or finance commercial property</td>
<td>Commercial Mortgage</td>
<td>Starting at $50,000</td>
<td>Loan secured by commercial property. Choice of fixed or variable interest rate.</td>
<td>Streamlined process to buy or refinance your company’s building.</td>
</tr>
<tr>
<td>Purchase business vehicle</td>
<td>Business Vehicle Loan</td>
<td>Starting at $10,000</td>
<td>Loan secured by vehicle, with a fixed interest rate.</td>
<td>100% financing of new cars and trucks. 80% financing of used vehicles</td>
</tr>
</tbody>
</table>

### Value-Added Services

With help from your PNC Business Banker, any size business can benefit from our value-added services. Our value-added services can help you enhance employee loyalty while benefiting both your employees and your business.

- **Employee Benefits** PNC provides access to 401(k)s, **Simple IRAs**, **and our own WorkPlace Banking program — a program providing personal banking services and educational seminars to your employees at no cost to your company. Talk to a PNC Business Banker about 401(k) plans today and discover a competitive edge in attracting and retaining employees.**

To learn more about how a relationship with PNC Bank makes banking easier, stop by any branch, call 1-877-BUS-BNKG, or visit pnc.com.

### Payroll Processing

For businesses that elect to outsource their payroll function, PNC provides access to payroll processing through a leading provider of payroll processing services.\(^{18}\) Payroll processing streamlines the administration of employee compensation programs and provides all of the documentation necessary to keep your payroll system in compliance with state and federal requirements.

- **Visa**\(^4\) ** Extras** Turn everyday qualifying business purchases into redeemable points for the rewards you want or need — just by signing your name. You also earn points for qualifying non-PIN purchases.\(^{19}\) The choice is yours every time you use your PNC Bank Visa Business Check Card for a qualifying purchase when you enroll in Visa Extras.\(^4\)

\(15\) “Prime Rate” means the highest prime rate published in the “Money Rates” section of The Wall Street Journal for the last day of the preceding calendar month. \(16\) 20-year term available with residential equity only. \(17\) Leasing services provided by PNC Equipment Finance, LLC. \(18\) Payroll services are provided by third-party providers. PNC Bank receives compensation from those third parties in connection with payroll services provided to PNC Bank customers. \(19\) A “qualifying purchase” is any signature-based purchase, phone or e-mail order purchase, or automatic bill payment made with an enrolled Visa card, which is processed or submitted through the Visa USA Transaction Processing System.
Lately the subject of sustainability—“being green”—has become a subject of intense focus for both the general public and the business community. At PNC, it’s been a part of our strategy for delivering value for nearly a decade. We were the first bank in the United States to apply green standards to all new or renovated bank branches, starting back in 2000. Today, we have more buildings certified “green” than any other company in the world.*

That’s because “going green” isn’t just good for the environment. It’s also good for business. Building and operating our branches according to green standards gives us a whole host of tangible, measurable benefits. For example, at our Green Branch*** locations, heating and cooling systems are designed to cut energy consumption in half. Using premanufactured components reduces construction time and waste. Structural and roofing steel, interior fabrics and carpeting are all made from recycled materials. Even landscaping is designed to dramatically reduce water use. But it pays off in other ways as well. Case in point: A recent PNC study concluded that employee retention and satisfaction were significantly higher than at a traditional facility. It’s no surprise that when employees enjoy their workplaces more, they enjoy their jobs more. And, as we have learned over the years, increased employee satisfaction directly correlates to increased customer satisfaction. That is something we take very seriously at PNC.

Our commitment to being green also extends to the products and services we offer our business customers. The latest online technologies enable our customers to conserve energy, resources and time – with Online Banking, Online Payroll and remote check deposit, for example. Let PNC show you how “going green” can be good for the environment and your cash flow. And it’s just one more way, we’re leading the way.

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*According to the U.S. Green Building Council (USGBC) as of November 2006. ** Green Branch is a registered trademark of The PNC Financial Services Group, Inc. ©2008 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank Member FDIC.