

Practical guidance. Connected resources.

**Strategy. Capital. Real Estate.
Technology. Opportunity.**

Wardell Sims, Jr. connects entrepreneurs, business owners, working professionals, and investors with guidance and specialized resources to prepare for financing, approach development, strengthen marketing, review expenses, and explore new opportunities.



EXPLORE THE ECOSYSTEM

01 Business Credit & Financing Services

02 FD2D Real Estate Investment System

03 Veluro AI

04 David Allen Capital

05 HonestStox

06 EHP

07 Growth Management Group

08 WSJR Ecosystem Referral Compensation Program

Let's build your next strategy.

Book a consultation: WardellSimsJr.com
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01 Business Credit & Financing Services

Build a stronger foundation for funding.

A business needs more than an application to prepare for financing. These services help owners evaluate financial credibility, identify gaps in funding readiness, and develop a plan for pursuing appropriate financing.

WHAT IT COVERS Fundability assessments; business-credit development; personal-credit readiness; credibility and compliance guidance; banking relationship strategies; credit-based, alternative, and private financing resources.

WHO IT SERVES Entrepreneurs and business owners preparing to launch, expand, purchase equipment, or address working-capital needs.



02 FD2D Real Estate Investment System

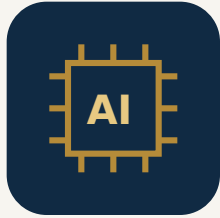
Move from a property idea to an organized project.

From Dirt 2 Dollars provides a seven-step framework: identify a property or site; analyze the project; structure financing; select a design; secure approvals and permits; manage construction; and execute a sale, rental, refinance, or other exit strategy.

WHAT IT COVERS A structured approach to evaluating and pursuing real estate development, including new and modular construction. Each stage organizes the decisions and preparation needed before moving forward.

WHO IT SERVES Aspiring and experienced investors, developers, and property owners seeking a clearer process for real estate projects.

Program note: Financing, savings, tax incentives, benefits, and referral compensation depend on qualifications, provider requirements, applicable laws, and program terms. Consult a qualified tax professional about tax opportunities.



03 Veluro AI

Bring content, targeting, and follow-up together.

Veluro combines AI-powered content creation, customer targeting, campaign management, lead nurturing, and performance tracking. Businesses can develop promotional videos, scripts, voiceovers, social media content, and other campaign assets.

WHAT IT COVERS Identify relevant prospects; coordinate publishing and campaigns; automate repetitive marketing activities; support lead follow-up; and monitor performance. Wardell helps connect these capabilities to specific business goals.

WHO IT SERVES Entrepreneurs and teams seeking a manageable marketing routine. Features depend on the current plan and rollout.



04 David Allen Capital

Explore capital and essential business services.

David Allen Capital connects qualified business owners with funding providers. Its application platform allows applicants to explore multiple funding options through one process.

WHAT IT COVERS Business capital, revolving lines of credit, smaller funding options, preferred funding programs, and payment processing. Capital may support inventory, payroll, equipment, marketing, repairs, expansion, and other operating needs.

WHO IT SERVES Established businesses seeking working capital or alternatives to traditional bank financing. Approval, amounts, timing, and terms vary.

Program note: Financing, savings, tax incentives, benefits, and referral compensation depend on qualifications, provider requirements, applicable laws, and program terms. Consult a qualified tax professional about tax opportunities.



05 HonestStox

Review technology spending and compare options.

HonestStox technology consulting helps businesses evaluate current technology expenses and compare solutions that fit their operational needs. The evaluation is offered at no direct cost to the client through a supplier-funded service model.

WHAT IT COVERS Cloud services, data centers, internet connectivity, telecom contracts, phone and collaboration systems, security, AI, and automation. Support may include contract review, supplier comparisons, pricing negotiation, and implementation coordination.

WHO IT SERVES Businesses looking to identify unnecessary expenses, address performance gaps, or evaluate new technology suppliers.



06 EHP

Support workforce wellness alongside existing benefits.

EHP provides employee wellness resources designed to work alongside an employer's existing healthcare benefits. Employers can explore workforce fit and potential payroll-tax savings associated with the program structure.

WHAT IT COVERS Preventive care, virtual care, mental wellness resources, health advocacy, family wellness tools, and care navigation. Implementation may include employee review, program design, payroll integration, enrollment, and ongoing administration.

WHO IT SERVES Employers seeking to expand wellness access and evaluate benefit costs. Eligibility, services, and savings depend on program requirements.

Program note: Financing, savings, tax incentives, benefits, and referral compensation depend on qualifications, provider requirements, applicable laws, and program terms. Consult a qualified tax professional about tax opportunities.



07 Growth Management Group

Identify incentives your business may have overlooked.

Through Growth Management Group, businesses can explore specialized tax incentives and expense-reduction opportunities. An assessment identifies potential programs for further evaluation by specialized providers.

WHAT IT COVERS Research and development tax credits; Work Opportunity Tax Credits; manufacturing payroll credits; cost segregation; commercial property incentives; and additional state or local programs.

WHO IT SERVES Small and midsize businesses, manufacturers, employers hiring staff, property owners, and companies investing in research or development. Tax treatment requires qualified review.



08 WSJR Ecosystem Referral Compensation Program

Connect qualified prospects with eligible resources.

Approved partners identify a potential need, obtain permission to share contact information, register a referral, and connect the prospect with an appropriate resource. Partners may earn 20% of eligible commissionable revenue when a qualifying referral becomes a successful paying client.

WHAT IT COVERS Compensation is based on eligible revenue received and retained, not loan amounts, property prices, investment capital, or project values. Participation and payment follow the signed agreement and applicable service requirements.

WHO IT SERVES Professionals, entrepreneurs, consultants, and community connectors. Referral commissions and earnings are not guaranteed.

Program note: Financing, savings, tax incentives, benefits, and referral compensation depend on qualifications, provider requirements, applicable laws, and program terms. Consult a qualified tax professional about tax opportunities.