SBA challenges and opportunities

The Small Business Administration is a multi-faceted Federal Government initiative to assist US small businesses. It is the only cabinet-level federal agency dedicated to small business and provides counselling, capital and contracting expertise.
https://www.sba.gov/about-sba

The SBA has an extensive range of District Offices nationwide.
https://www.sba.gov/about-sba/sba-locations/sba-district-offices

The SBA directly funds four centers for small businesses to contact:

1. Small Business Development Centers
    a. https://www.sba.gov/local-assistance/resource-partners/small-business-development-centers-sbdc
    b. There are approximately 925 offices nationwide for a small business owner to contact.

2. SCORE Business Mentoring
    a. https://www.sba.gov/local-assistance/resource-partners/score-business-mentoring

3. Women's Business Centers
    a. https://www.sba.gov/local-assistance/resource-partners/womens-business-centers

4. Veterans Business Outreach Business Centers.
    a. https://www.sba.gov/local-assistance/resource-partners/veterans-business-outreach-center-vboc-program

All the SBA small business centers have advisors/consultants that can assist, for free, with the core service a business broker provides, that is, to facilitate the sale of a business from the owner to a buyer.

Lobbying – Exhibit One

When does the MAS, IBBA and CABB etc. start lobbying the US Federal Government to stop hurting the US business brokerage profession?

In April, 2024 the SBA announced the establishment of the Small Business Lending Advisory Council. The purpose of the Small Business Lending Advisory Council is to seek feedback from those involved in the "small business lending ecosystem."

Here is the perfect opportunity for the US Business Brokerage industry to be heard and represented.

SBA lender Lead Gen tool: Lender Match program – Exhibit Two

The SBA has a program called: Lender Match
https://www.sba.gov/funding-programs/loans/lender-match-connects-you-lenders

Lender Match allows a small business owner to go to the SBA website and find an SBA lender that will assist with a loan that includes the sale of a small business or the service a business broker provides.

This program, in early 2024, has now been enhanced.
https://www.sba.gov/article/2024/03/04/sba-launches-enhanced-lender-match-platform

SBDC competes head on with the business broker industry. Exhibit Three.

Through the 925+ SBDC's spread throughout the US, the US Taxpayer is funding the SBA and the Federal government agencies mentioned above to compete directly with the US Business Brokerage industry.

Exhibit Two shows a weekly email sent by a local SBDC office in Northern California to the local community to promote the free consulting and advisory services to those business owners that wish to sell their business.

Zero down by a buyer to buy a business – Exhibit Four and page 10.

The SBA now allows a lender to approve an SBA loan to an employee of a business to buy the business with Zero down. That is, the deposit to buy the business comes from the owner/seller providing the capital injection.

Quite simply, this means the owner can hire a broker to sell their business and pay them a success fee or skip the hassles and sell to an employee.

Who helps the employee/buyer check the quality of the financial statements, handle due diligence and do more that the broker provides?

BizBuySell preferred SBDC vendor

To add to the above, BizBuySell is considered a preferred vendor with the SBDC because BizBuySell is delighted to have a business owner pay to advertise on its businesses for sale website platform as they make much more money than from the business brokerage industry.

From:	Herndon, Kevin M.
Subject:	Small Business Lending Advisory Council
Date:	Monday, April 22, 2024 3:11:08 PM

Hello

Earlier this month the SBA announced the establishment of the Small Business Lending Advisory Council. It is being created to better institutionalize feedback between the SBA and the small business lending ecosystem.

The Lending Council will provide information, advice, and recommendations on facilitating greater access and availability of capital for small businesses, especially in underserved communities, so SBA may better serve America's small businesses and empower the lenders that play a crucial role in their success.

There will be no more than 25 members appointed by the SBA Administrator.

Nominations will be accepted on a rolling basis beginning April 8, 2024, through May 10, 2024. Members will include small businesses, active SBA lenders, lenders outside the SBA network, community leaders, and members of government.

All nominations should be emailed to LendingCouncil@sba.gov with the subject line 2024 Lending Council Nomination. Questions can also be sent to this email address.

According to SBA, reasons to become a member include:

- Engaging with leaders from across the federal government on the issues that most impact American small business lending.
- Showcase your organization's commitment to small businesses and small business owners.
- Partner with the U.S.'s largest supporter of small businesses

The council was created out of the first-ever White House Small Business Lending Summit to institutionalize and deepen partnerships between government, small businesses, leaders, and community leaders.

Warm Regards,

Kevin Herndon
Lender Relations Specialist
Sacramento District Office
U. S. Small Business Administration
Office: 916-735-1714
Cell: 202-731-9489
kevin.herndon@sba.gov

Exhibit 14

Andrew Rogerson

From: Debbie at SBDC <training@norcalsbdc.org>
Sent: Wednesday, February 14, 2024 11:02 AM
To: Andrew Rogerson
Subject: Selling Your Business: Join our Exclusive Series.

NORCAL SBDC PRESENTS

Selling Your Business Series

February 28, March 6, 13, 20 & 27 - 1:00 PM to 2:30 PM

Master the Art of Selling Your Business!

Join our NorCal SBDC Expert, Mike Balstad, for this exciting new webinar series involving everything you need to know about selling your business!

Equip yourself with the tools to navigate this process seamlessly.

Register Now & Secure Your Spot!

Each webinar is valued at $60 or buy the full bundle for $250!

What's in Store for You?

1 - Selling Your Business – Some Things to Know

February 28 | 1:00 PM - 2:30 PM

This session will cover the economic and M&A environment, the troubling stats of failed listings and the reasons why, critical information – understanding the difference between enterprise value and income replacement value, what buyers (and the bank) are looking for, due diligence personal/financial/business readiness

COST: $60 | Register

2 - Valuation – More Than Just a Number

March 6 | 1:00 PM - 2:30 PM

Valuation models and differences, Industry multiples and ranges, components of business value and variables affecting it, strategic value

COST: $60 | Register

3 - Maximizing Value
March 13 | 1:00 PM - 2:30 PM

A roadmap to maximizing the value of your business by focusing on the 4C's and their related value drivers to close value gaps

COST: $60 | Register

4 - Win-Win: The Employee Solution
March 20 | 1:00 PM - 2:30 PM

A discussion of the various employee ownership structures and why they may be the best kept secret in selling a business, as well as recent legislation including the Main Street Employee Ownership Act and California Employee Ownership Act and their potential to chart a course to sustainability, continuity, and generational wealth

COST: $60 | Register

5 - Selling Your Business - A Checklist
March 27 | 1:00 PM - 2:30 PM

This session will take participants through the steps of selling their business, along with providing checklists and templates they can use to prepare for this final leg of their entrepreneurial journey

COST: $60 | Register

Special Offer: Purchase the entire series and save $50! Get all five webinars for just $250.

Register Now & Secure Your Spot!

This information brought to you by the Northern California Small Business Development Centers (SBDC). A taxpayer-funded nonprofit dedicated to your small business and the local economy.

Subscribe to NorCal SBDC's Newsletter.

which is incurred as a consequence, directly or indirectly, of the use and application of any of the information presented in this email.

The SBDC program focuses on advising small business clients located in the NorCal SBDC network coverage area. Funded in part through a grant with the Governor's Office of Business and Economic Development. Funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions, or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA or Cal Poly Humboldt Sponsored Programs Foundation.

Reasonable accommodations for persons with disabilities will be made if requested at least 72 hours in advance. Contact: **training@Norcalsbdc.org**

Norcal SBDC Lead Center | Cal Poly Humboldt University, 1 Harpst Street, Arcata, CA 95521

U.S. Small Business Administration

Platform Training

MySBA Lender Match

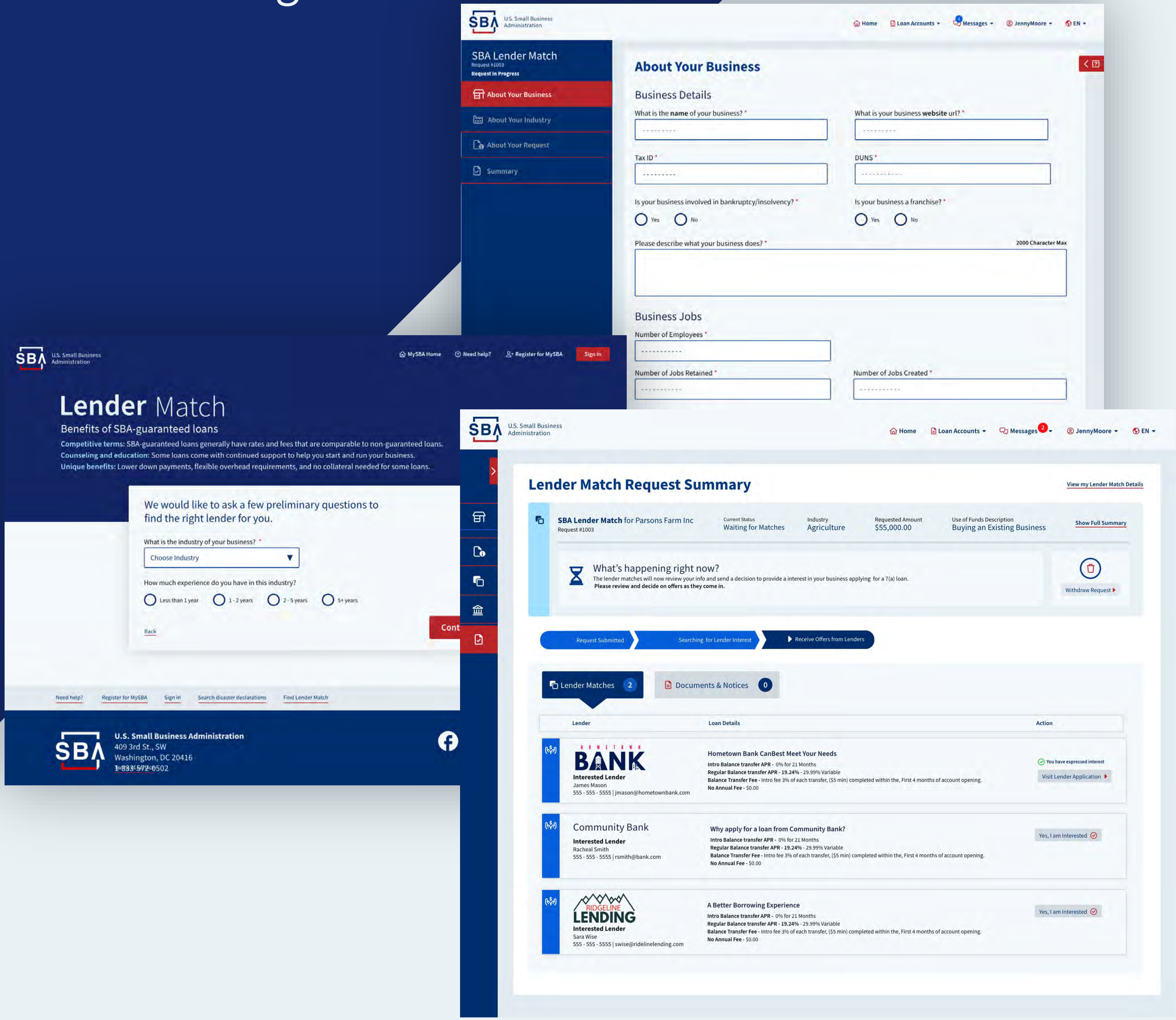
SBA

MySBA Lender Match Platform Training

Lender Match 2.0

is a free online tool developed by the U.S. Small Business Administration (SBA). It helps connect small businesses with SBA-approved Community Development Financial Institutions (CDFIs) and small lenders to streamline the lending process.

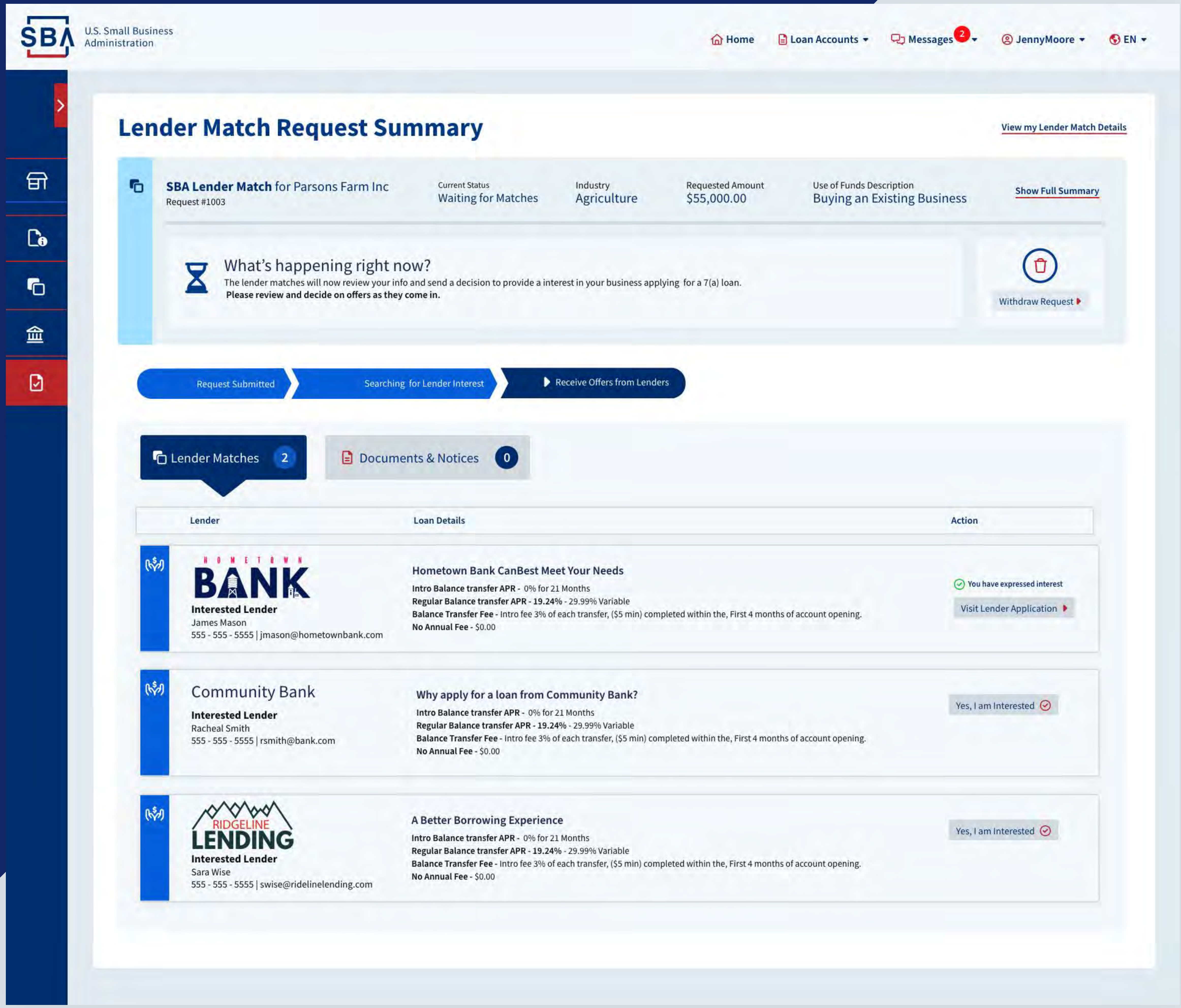
SBICs will also be welcomed into the program with the refresh platform.



MySBA Lender Match Platform Training

What's new to Lender Match?

- You can now manage your settings, review matches, opt-in to matches, and provide follow up details
- Lenders are presented to potential borrowers at once with customizable listings
- An initial Know Your Customer (KYC) report will be given to lenders before opting into a lender match
- Lenders who underwrite and fund loans through the platform will be used to provide this feedback to the SBA
- Lenders can pause and activate participation in the program



Example of how matches will be presented to interested small business owners in MySBA

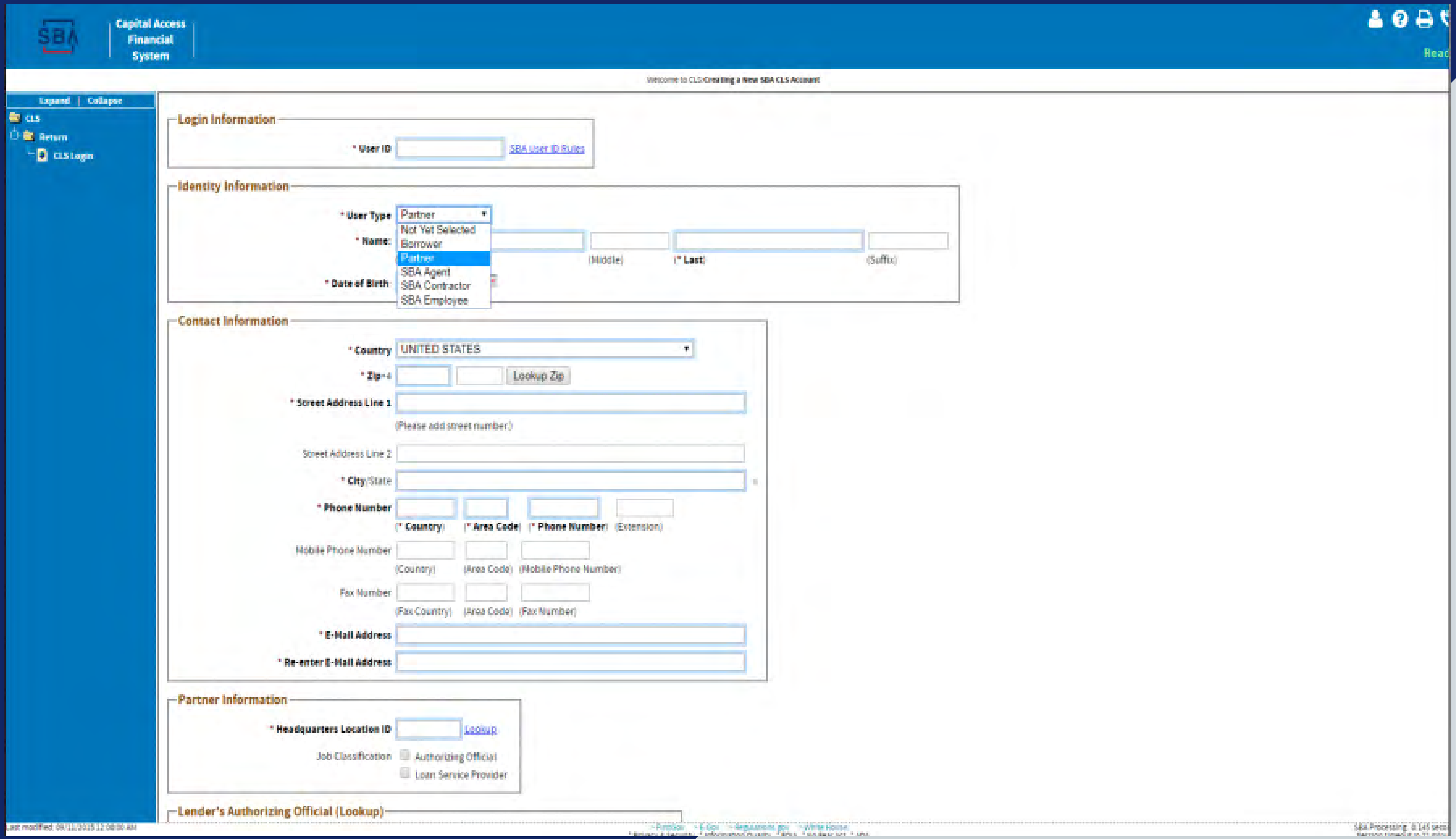
SBA U.S. Small Business Administration

Training Agenda

- Lender Match Enrollment ---------- Slide 5
- Lender Match Settings ---------- Slide 7
- Receiving Matches ---------- Slide 14
- Working Tasks ---------- Slide 15
- Lender Opt-In/Opt-Out Tasks ---------- Slide 16
- How a Match is Presented to Potential Borrowers ---------- Slide 17
- Borrower Click-through Tasks ---------- Slide 18
- What's Coming? ---------- Slide 19

MySBA Lender Match Training

Lender Match Enrollment



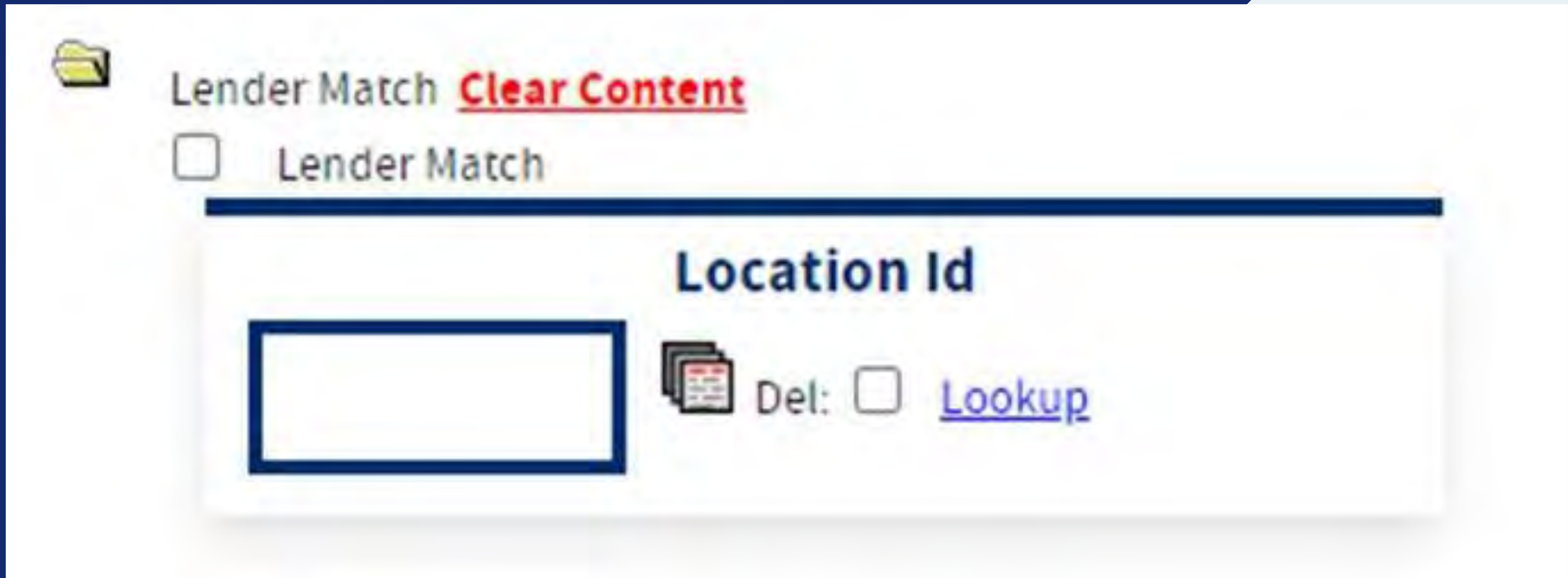
CAFS Partner Accounts

Already registered Lenders (see slide 6) On how to request access to the new Lender Match.

New Lenders **(and new SBICs)** can create partner accounts in the CAFS platform. Partner Lenders can then request access to the new Lender Match.

View all the set-up instructions on the [CAFS CLS Partner Sert up Guide].

Lender Match Enrollment



Requesting Access to Lender Match CAFS Systems

1. Select ‘Request Access to CAFS Systems’ in the Settings Menu.
2. Select the desired roles (Lender Match), enter the Location ID, and click ‘Submit’.

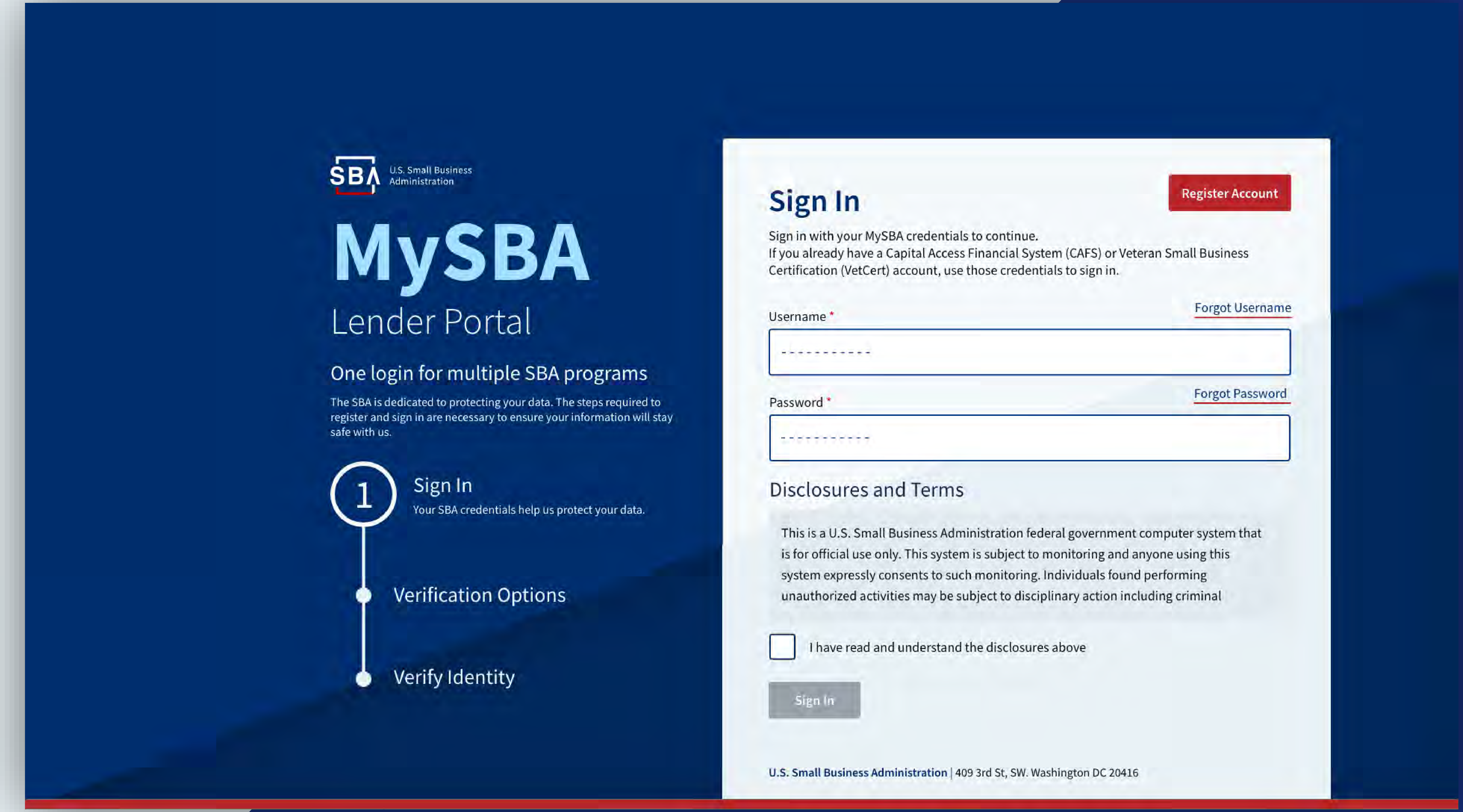
Your Authorizing Official (AO) will need to approve your requests. If you are the only AO, you will approve your requests. It will then go through the approval process with the SBA’s Program and IT Security Offices, usually within 1-2 business days. You will receive notification via email once the process is complete.

View all the set-up instructions on the [CAFS CLS Partner Sert up Guide].

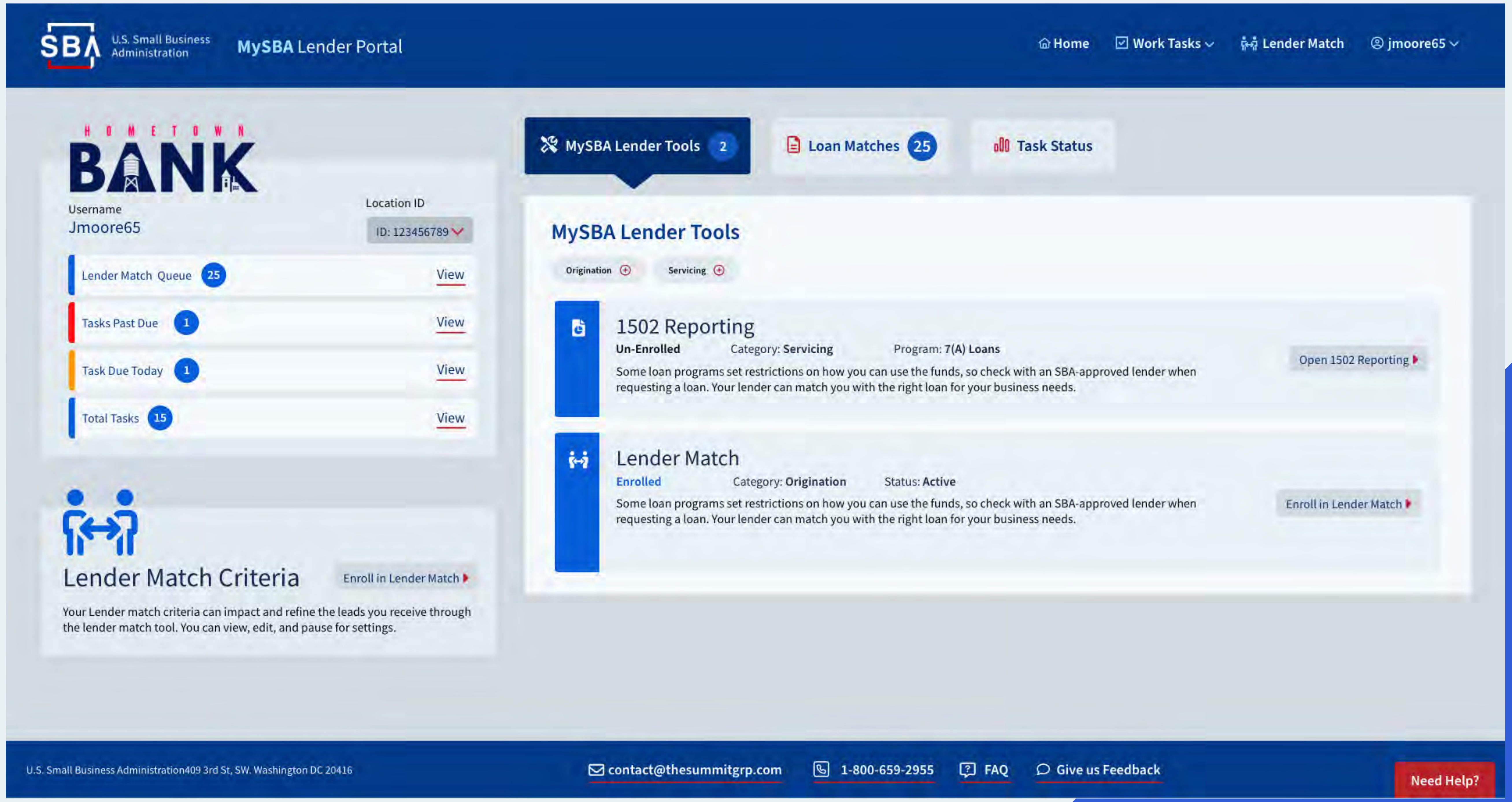
Lenders Portal Sign In

Lenders who already have a CAFS account can sign into the new MySBA Lender Portal at:

lending.sba.gov/lenders/



Enrollment Inside MySBA



Lender Match Request

A four-step request form will start the borrower's search for a Lender that can provide an SBA-guaranteed loan.

Lenders Match Settings

Lenders match setting, and enrollment will walk you through seven essential steps to determine what small business you will be matched with.

SBA will attempt to migrate current Lender Match settings into the platform – double-checking your settings is advised.

1 Enter Loan Range

2 Select Industry Types

3 Use of Proceeds

4 Additional Fields

6 Areas of Interest

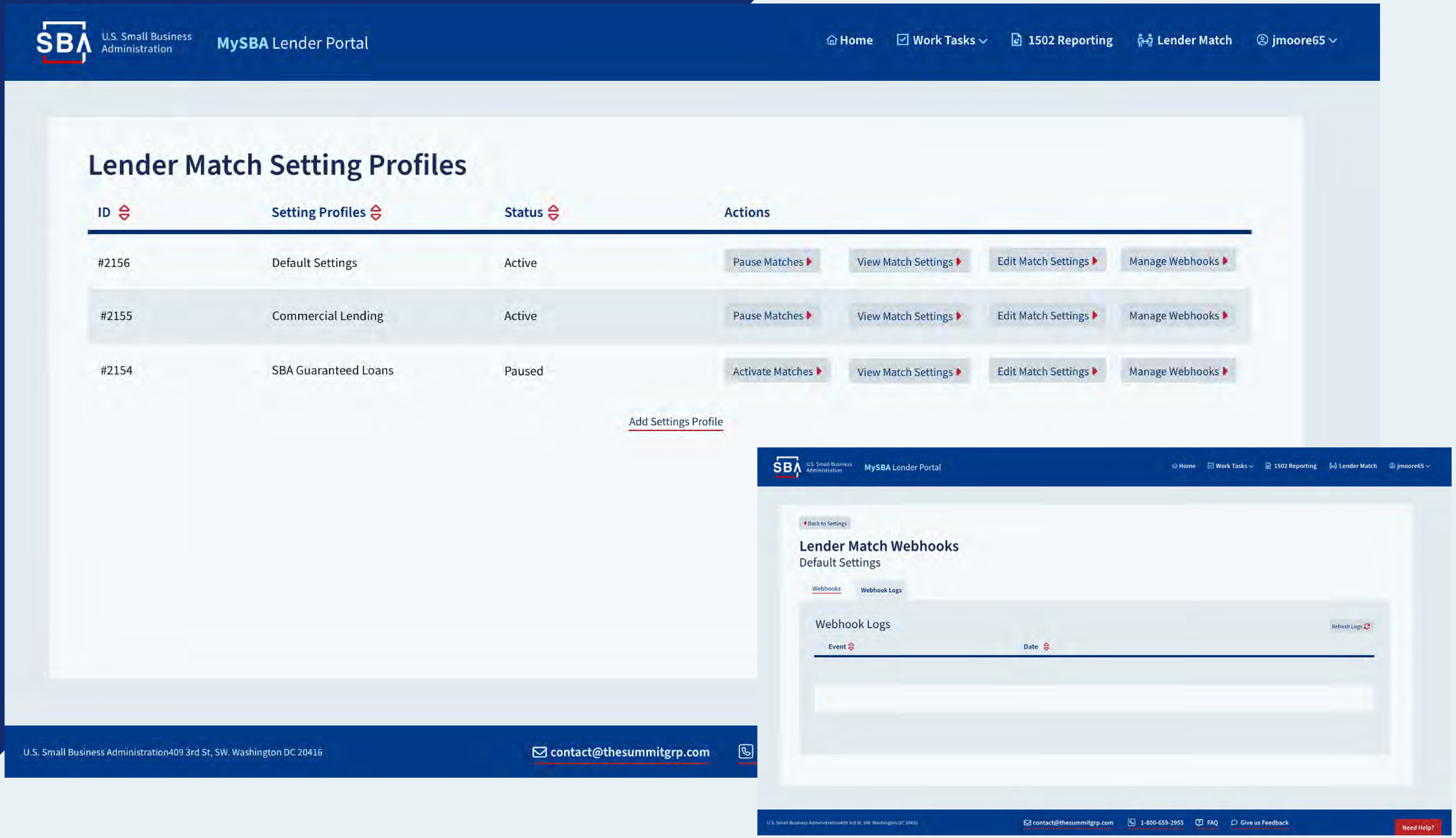
7 Review Summary

MySBA Lender Match Training

Lender Match Settings

Lender Match Setting Profiles
For each lender account, you can create multiple lender profiles with different settings that can be activated, edited, and created on the Lender Match Setting Profiles page. You will be able to filter match tasks based on these profiles.

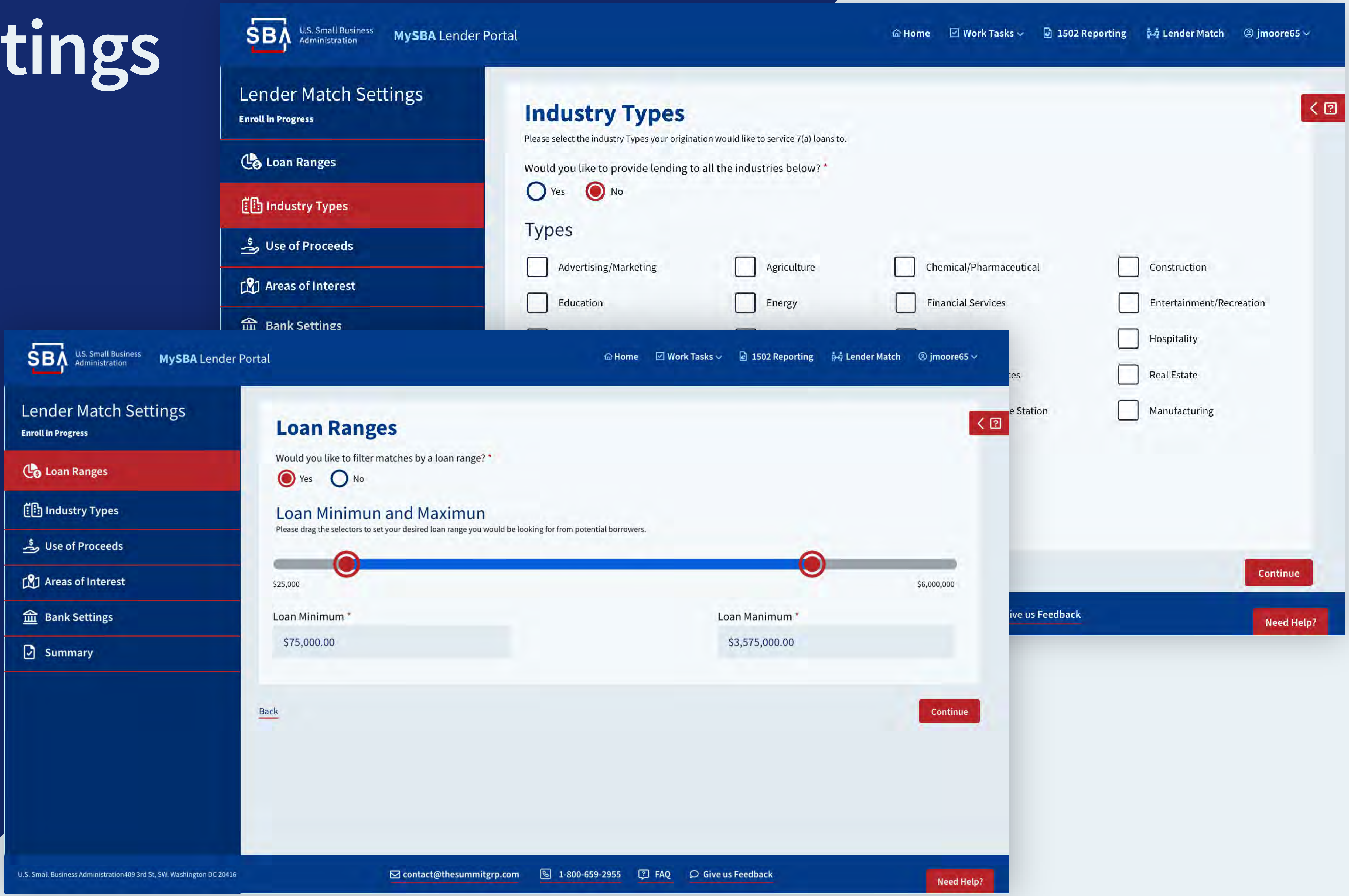
Lender match 2.0 will allow adding a webhook to collect match data through an API.



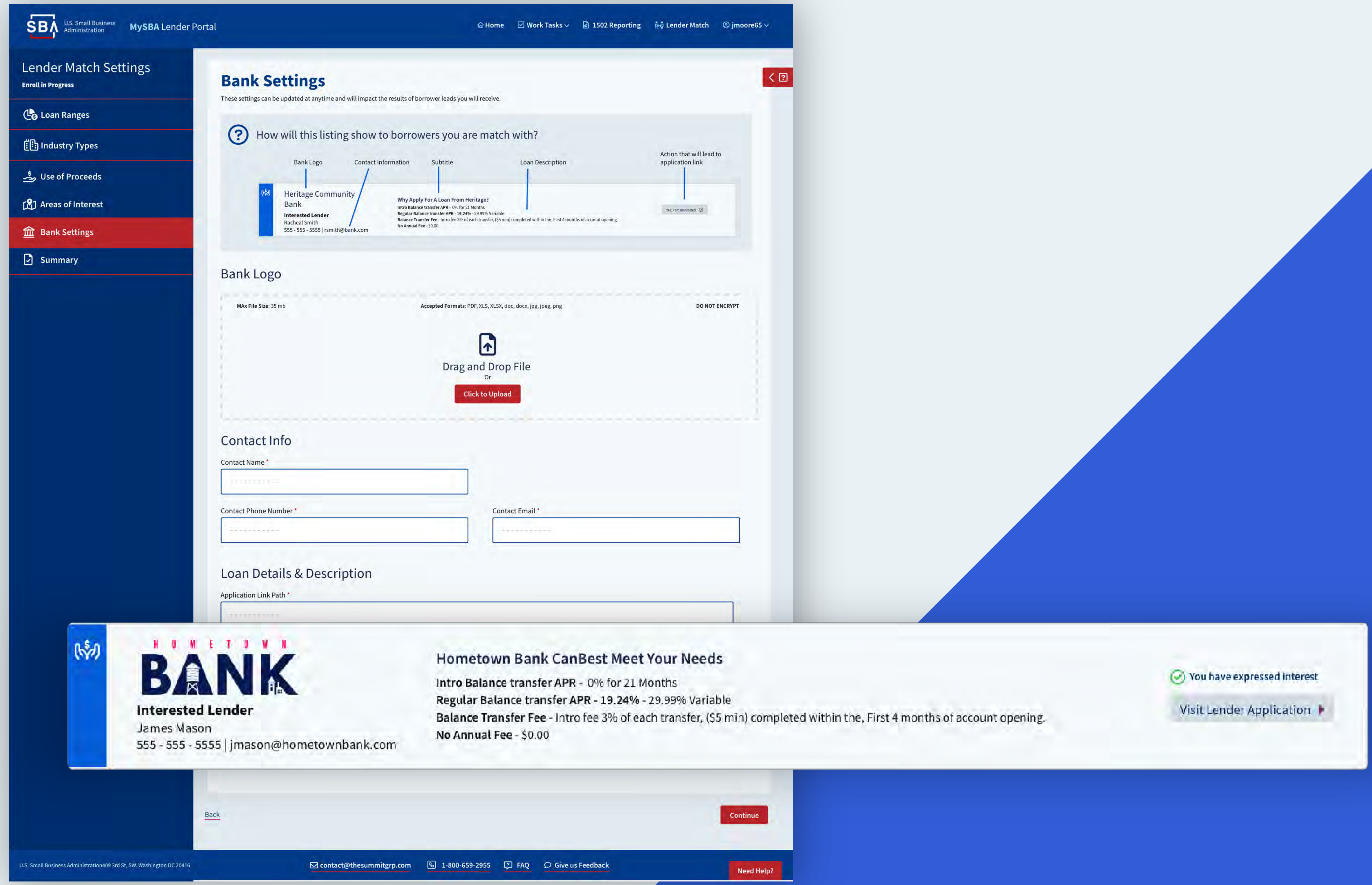
Lender Match Settings

Five Bank Settings Steps
You will use the same form to edit settings when enrolling in the Lender Match program.

You can select a range of minimum and maximum loan amounts. You can be matched with all or a few industry types, use of proceeds, or locations.



Lender Match Settings



Bank Settings optimize how you will be presented to interested businesses

Your institution can customize your match listing by adding the following:

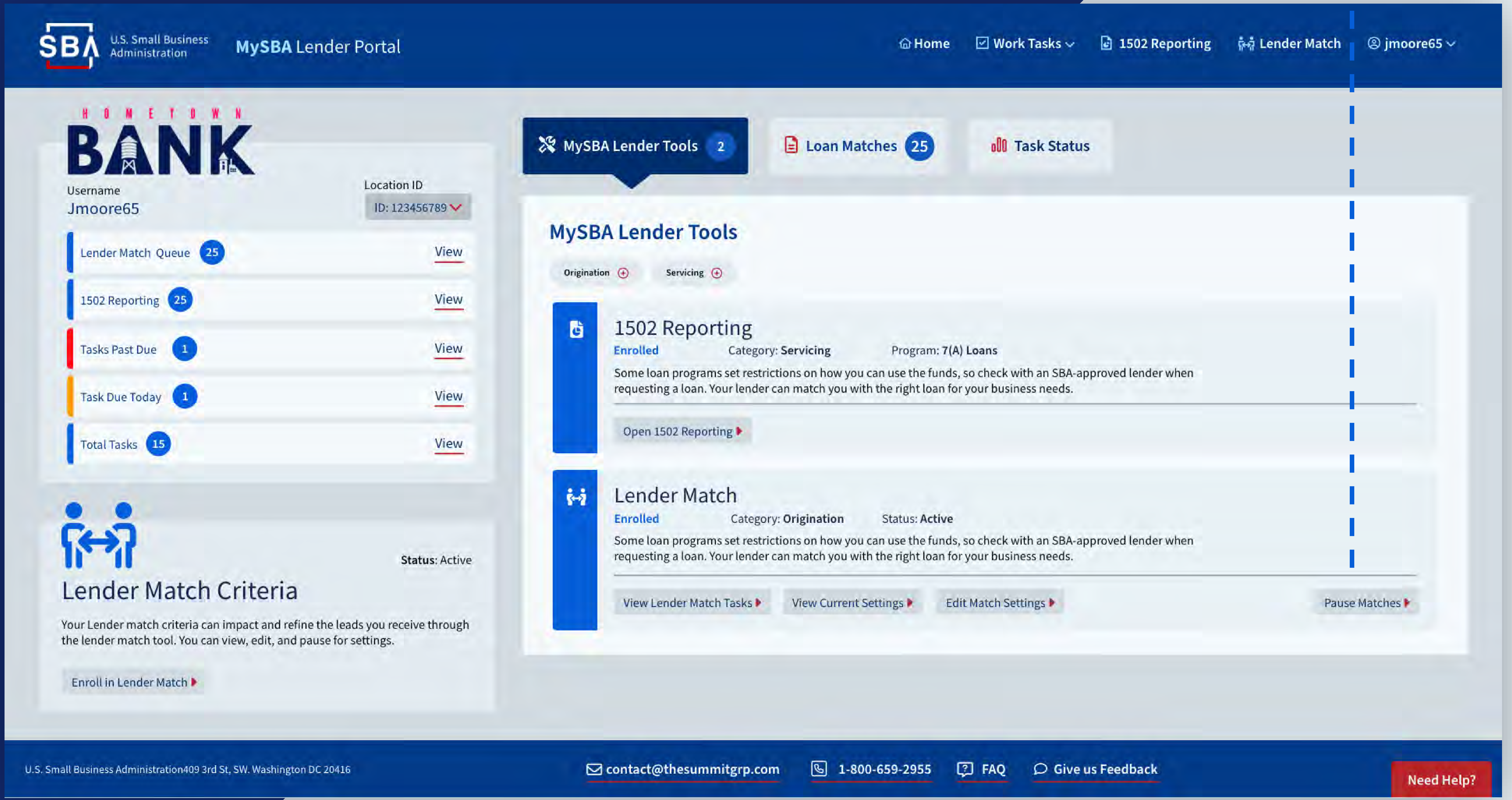
- Institution logo
- Contact details
- A subtitle
- A description of your offerings
- An application URL

Note: You must enter data for these new settings in the platform.

MySBA Lender Match Training

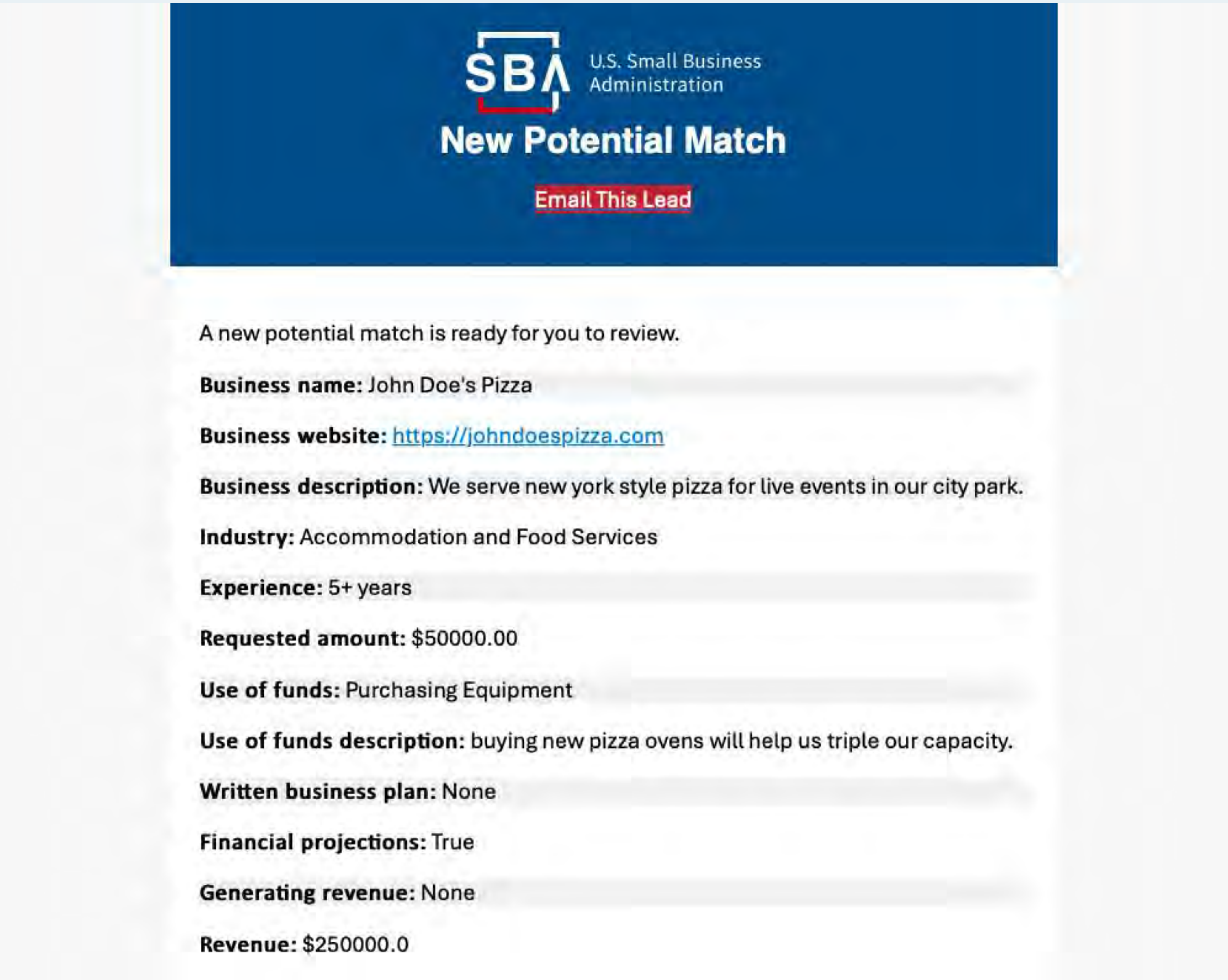
Pause Lender Match Activity

You can pause activity for the Lender Match program at any time on the Lender dashboard.



Match Email

Lender Partners will continue to receive an email with all the details of a match request, including contact information.



U.S. Small Business Administration

New Potential Match

Email This Lead

A new potential match is ready for you to review.

Business name: John Doe's Pizza

Business website: https://johndoespizza.com

Business description: We serve new york style pizza for live events in our city park.

Industry: Accommodation and Food Services

Experience: 5+ years

Requested amount: $50000.00

Use of funds: Purchasing Equipment

Use of funds description: buying new pizza ovens will help us triple our capacity.

Written business plan: None

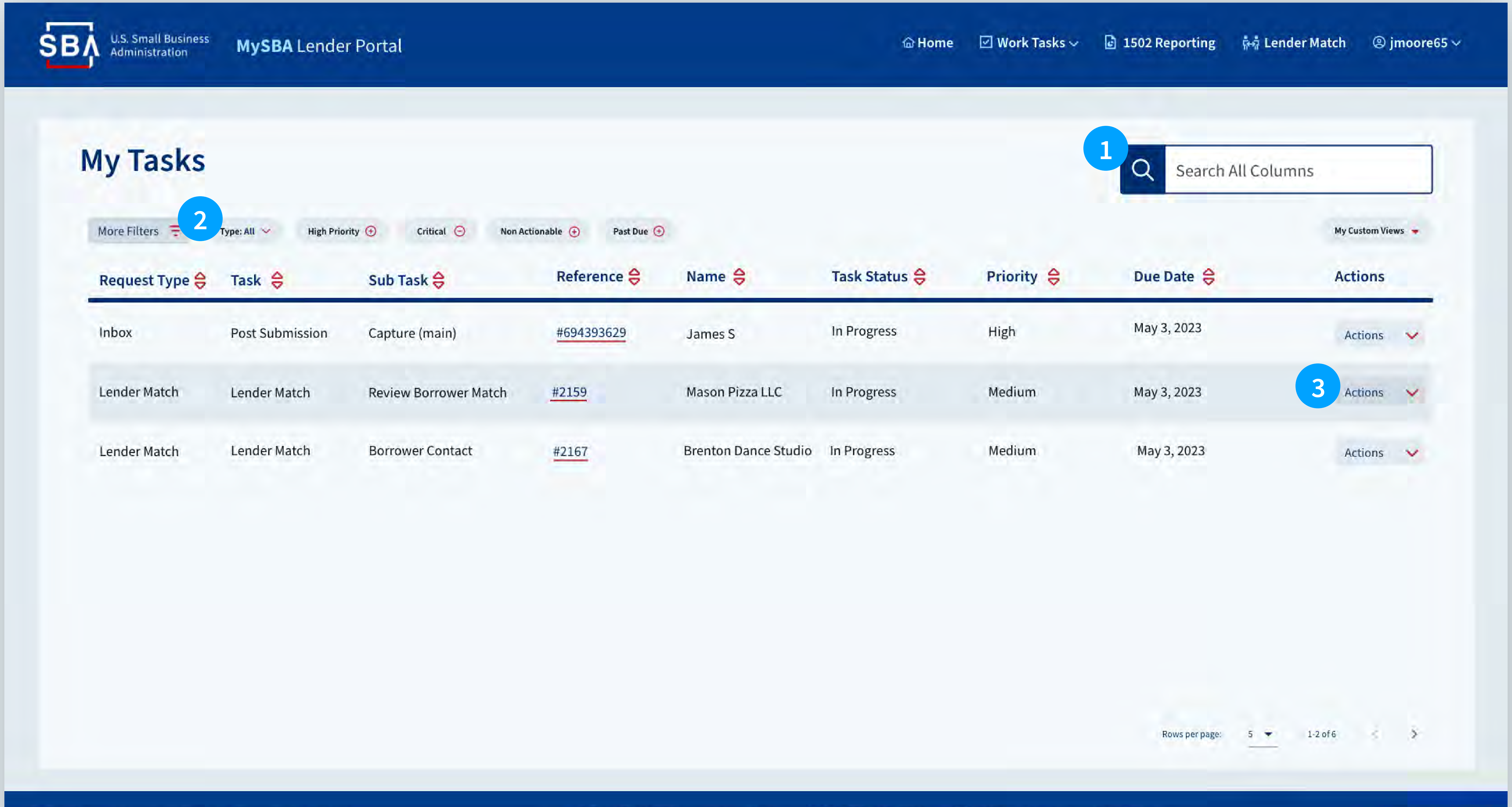
Financial projections: True

Generating revenue: None

Revenue: $250000.0

Working Tasks

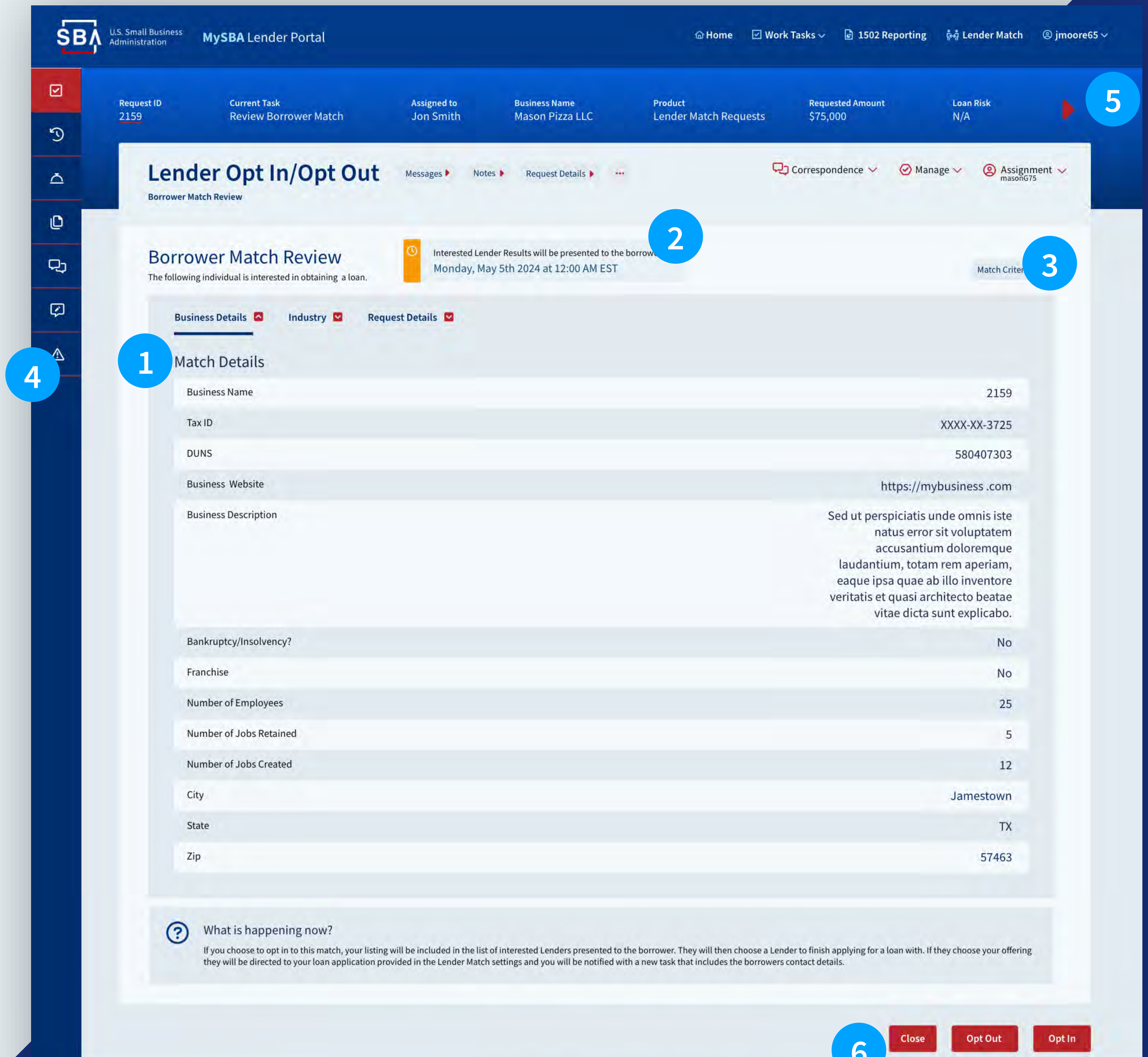
In the new MySBA Lender Portal, you will be notified of matches in our task system. Match review tasks can be assigned to individuals or groups. Advanced sorting and filtering are available to your team to access match tasks.



1. Search tasks
2. Tasks filters
3. The actions button allows you to unassign the task, assign the task and view a match task

MySBA Lender Match Training

Lender Opt-In/Opt-Out Tasks



1 **Match Request Details**
This section will include the details of the request made by a business owner. The red arrow will expand to show all the details of a request.

2 **Match Opt-In Deadline**
This timeframe shows you when all opted-in matches will be presented to the potential borrower.

3 **Match Criteria**
This timeframe shows you when all opted-in matches will be presented to the potential borrower.

4 **Risk Review**
This tab will include the potential borrower's basic KYC and risk review results, which can help influence your opt-in decision.

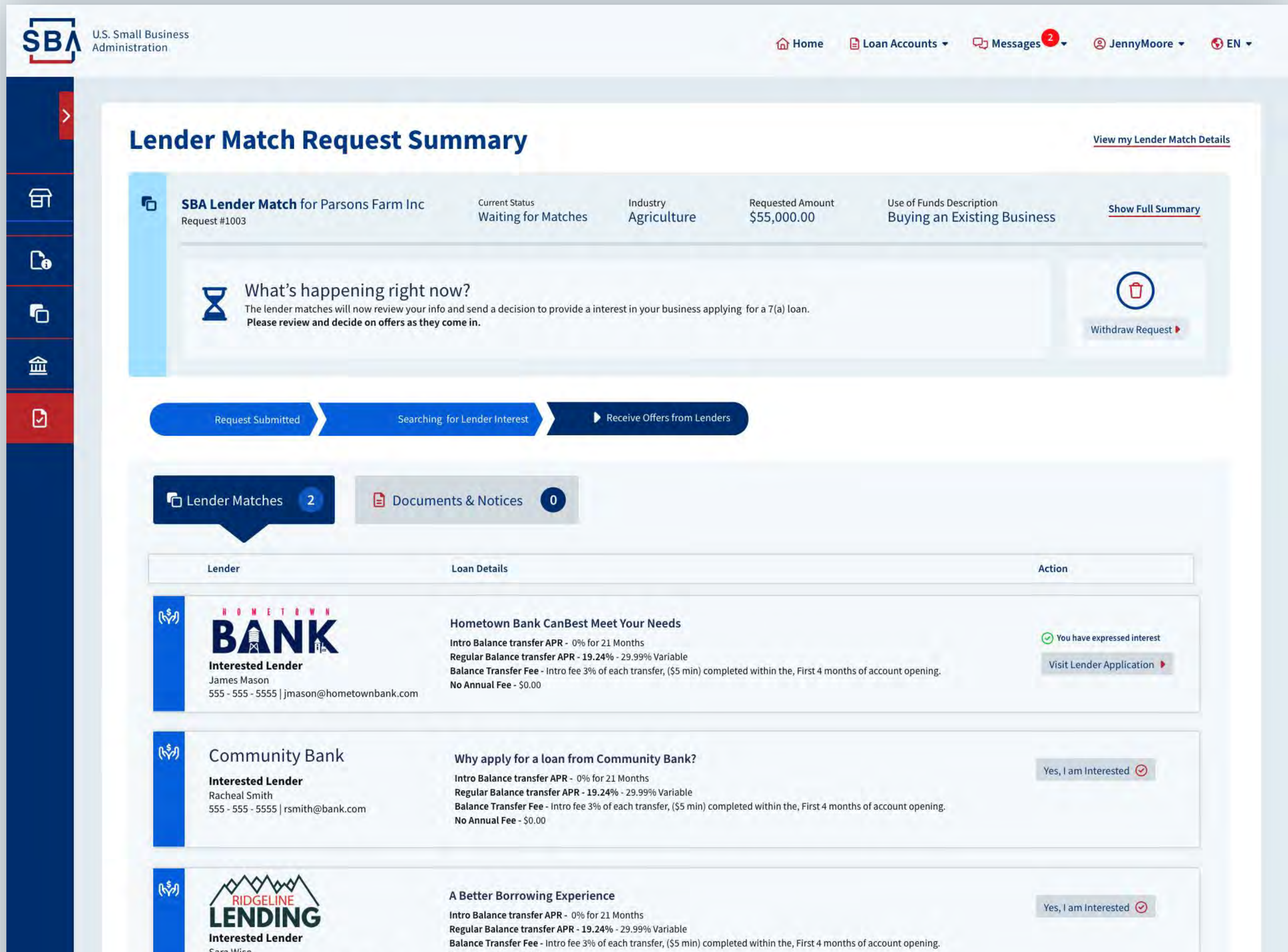
5 **Match Request Details**
Here, you can review the information provided by the potential borrower in the match request.

6 **Opt-In/ Opt-Out Action**
Finally, you will decide to opt in or out of a lender match. You will be excluded from the match listing if action is not taken.

How a Match is Presented to Potential Borrowers

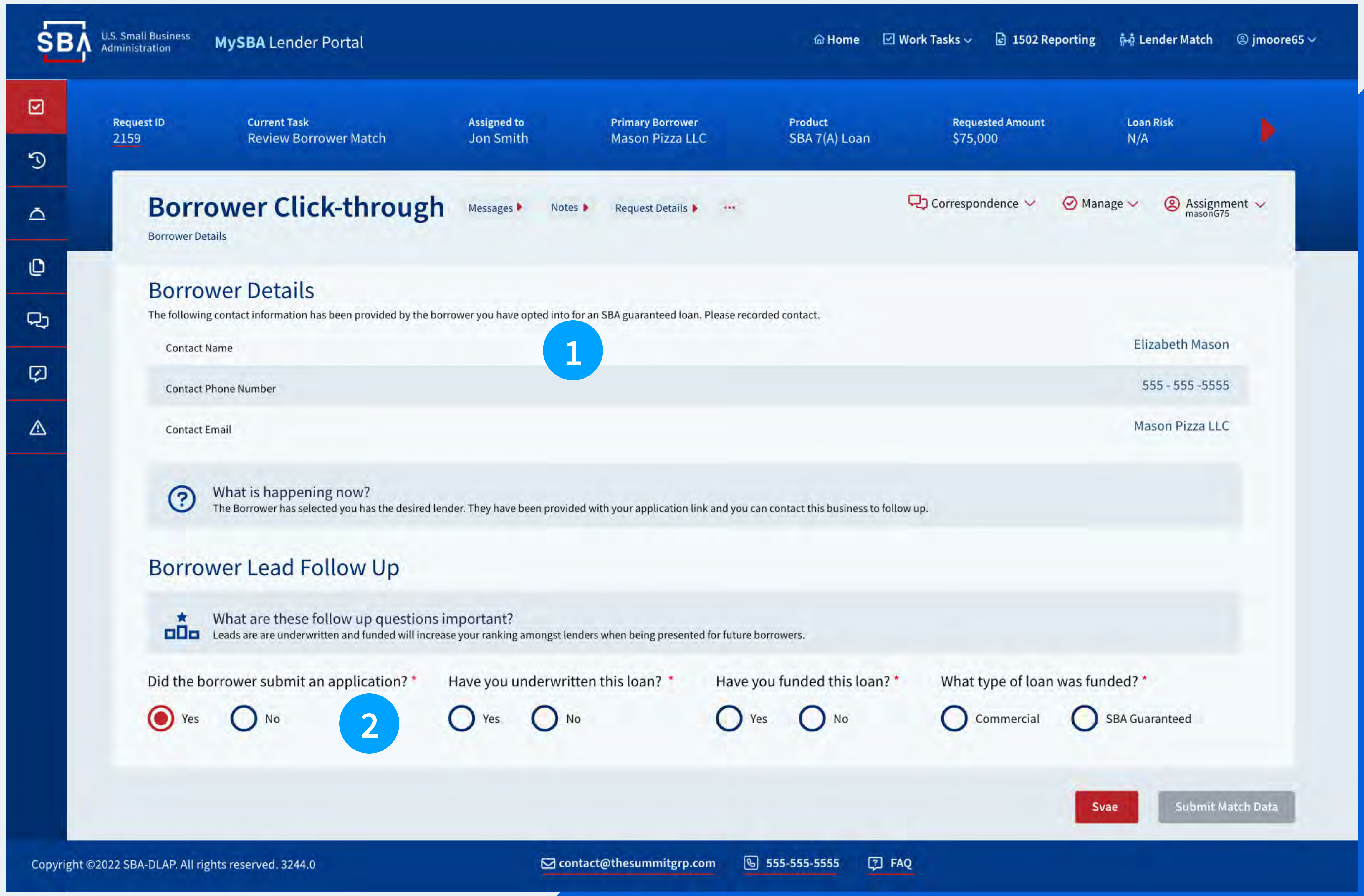
After two business days have passed, all lenders who choose to opt into a match will be presented on the borrowers.

Potential borrowers can review all the matches and express interest to multiple lenders. Clicking the interested button will navigate the user to your desired application link.



MySBA Lender Match Training

Borrower Click-through Tasks



Borrower Click-through Tasks

These tasks are generated when a borrower expresses interest in you as a lender.

1 Borrower Contact Details

The borrower's contact details are provided for reference as you service the loan application.

2 Follow Up Questions

These questions are designed to collect data on how you work the loan application for this borrower. The questions will impact your sort order when being presented to future matches.

What's Coming...

- **Ability to setup multiple bank matching profiles**
- **API integration –** the platform will make API calls to consume leads and provide feedback to SBA.
- In addition, the platform will make available a webhook to allow you to build an integrated application experience from the SBA portal.

This feature won't be available for the initial roll-out.