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**Connect Lending & National Association for the Self Employed
Partner to Help Small Businesses Gain Access to Capital**
*NASE Members Will Now Have Access to a Wide Range of Experienced
Lenders Tailored for Self-Employed Business Owners*

CHICAGO, IL —Connect Lending, an online platform for matching commercial lenders to small business owners, and the National Association for the Self Employed (NASE) the nation's leading advocate and resource for the self-employed and micro-business community, announced today the formation of a new partnership tailored to better serve the business funding needs of NASE members. This agreement provides NASE members with access to a wide range of national commercial lenders experienced in providing self-employed business owners with diverse financing opportunities.

“With this partnership, we’re focused on matching NASE members to lenders that will serve their commercial lending needs,” said Rick Burgess, CEO of Connect Lending. “This partnership exemplifies our commitment to supporting entrepreneurs and business owners with access to alternative and traditional funding options.”

Connect Lending’s [Proprietary Algorithm Lending Matching Software \(PALMS\) Platform](http://Proprietary Algorithm Lending Matching Software (PALMS) Platform) brings together lenders and business owners in an online marketplace to connect business owners to lenders suited to their lending needs. Each lender and business owner fills out a profile for their lending criteria and funding priorities (how funds will be used, when funds are needed, etc.). The system is engineered to provide the best match between lenders based on their specific

loan criteria coupled to a business owner's answers. Using this system, NASE members will be matched to lenders suited to their specific industry and funding needs, designed to match the right lender with the right business.

“When entrepreneurs take the bold step to start their own small business, they often struggle with securing the finances needed to open their doors,” said John Hearrell, Vice President of Membership and Affiliate Programs. **“From startup capital to general operating funds, small business owners need to have access to loans to ensure their businesses can open, grow and expand. Our members will benefit from this new partnership through an investment in the entrepreneurial spirit of the small business community by connecting experienced lenders with like-minded small businesses.”**

NASE members also enjoy a comprehensive list of benefits designed to help small business owners and sole proprietors start and grow their business. A complete listing of benefits available to NASE members is available, [here](#). NASE members are offered a [host of resources](#) designed to help support entrepreneurs and small employers including access to [professional “Ask the Experts”](#) services in tax, health care and marketing, a [navigational assistant health care portal](#), scholarships and grants, [discounts on shipping rates](#) and affordable email marketing systems and webhosting services. NASE's newest member benefits continue the tradition of providing real-world, bottom-line assistance to small business owners. To become a member of NASE, [apply online here](#).

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About Connect Lending:

Connect Lending provides an online platform to match business owners to the right lender for their business solution. Our cloud-based database has access to thousands of lenders nationwide that offer over 42 different funding types supporting everything from startup financing, alternative lending and traditional lending. We develop our advisor networks to help business owners establish relationships with their alternative and traditional lenders for a community driven lending marketplace, proving we are the connection to business lending. Learn more at www.connectlending.com.

About The National Association for the Self-Employed (NASE):

The National Association for the Self-Employed (NASE) is the nation's leading resource for the self-employed and micro-businesses, bringing a broad range of benefits to help entrepreneurs succeed and to drive the continued growth of this vital segment of the American economy. The NASE [Small Business Locator](#) helps identify and connect our nation's smallest businesses. In addition, NASE's [new health care portal](#) helps small business owners navigate the nation's health care marketplace. The NASE is a 501(c) (6) nonprofit organization and provides big-business advantages to hundreds of thousands of micro-businesses across the United States. For more information, visit the association's website at NASE.org