

# FINANCIAL SERVICES FIRMS

- › COMMUNITY BANKS
- › PRIVATE EQUITY FUNDS
- › WEALTH MANAGEMENT
- › MEZZANINE CAPITAL
- › VENTURE CAPITAL

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I WOULD LIKE TO FORMALLY THANK YOU FOR THE COMPETITIVE RESEARCH AND MARKETING/PR STRATEGY THAT VERASOLVE HAS DEVELOPED FOR EAGLEBANK. YOUR TEAM'S THOROUGH RESEARCH AND ANALYSIS OF THE COMPETITIVE LANDSCAPE IN NORTHERN VIRGINIA, DC, AND MONTGOMERY COUNTY HAS PROVIDED INVALUABLE INSIGHTS INTO OUR COMPETITORS' MESSAGING AND STRATEGY. VERASOLVE CLEARLY UNDERSTANDS OUR GOALS AND HAS PROVIDED THE MARKETING EXPERTISE THAT WE FEEL WILL SUPPORT OUR COMMITMENT TO EXPAND OUR PRESENCE IN OUR LOCAL MARKET AREA.”

—ROBERT PINCUS, VICE CHAIRMAN, EAGLEBANK

YOUR  
PARTNER  
IN GROWTH





“YOUR TEAM HAS BEEN INTEGRAL IN HELPING US TO PROMOTE OUR GOVERNMENT CONTRACTOR LENDING BUSINESS WITH THE BROCHURES YOU CREATED AND THE UPDATES YOU HAVE MADE TO OUR WEBSITE. AMONG OTHER PROJECTS, THE INFORMATION YOU WERE ABLE TO OBTAIN BY SPEAKING WITH OUR CLIENTS, AND THE CASE STUDIES AND TESTIMONIALS YOU PUT TOGETHER FROM THOSE DISCUSSIONS, ARE ALREADY RESONATING WITH IMPORTANT PROSPECTS. WE ARE ALSO RECEIVING TRACTION FROM THE UPDATED MESSAGING AND DESIGN ON OUR WEBSITE. WE ARE EXCITED BY THE MOMENTUM.”

—DAVID PIJOR, CHAIRMAN & CEO, FVCBANK



“I WANT TO EXPRESS MY APPRECIATION FOR YOUR TEAM'S EFFORTS OVER THE LAST THREE YEARS IN HELPING HIGHLINE DOUBLE OUR ASSETS UNDER MANAGEMENT TO OVER \$1 BILLION. THE COMBINATION OF YOUR PR EFFORTS AND DEVELOPMENT, COORDINATION AND IMPLEMENTATION OF A PENTA-MILLIONAIRE LEAD GENERATION EFFORT, AND EVENTS HAVE BEEN OUTSTANDING.”

—NEAL SIMON, FOUNDER & CEO  
HIGHLINE WEALTH MANAGEMENT

## GROWING YOUR REVENUE

Verasolve has worked with dozens of financial services firms such as community banks, private equity funds, independent wealth management firms, mezzanine capital providers, and venture capital firms. Verasolve has the depth and breadth of industry knowledge to generate qualified prospects and increase closing ratios to help you meet your firm's revenue goals.

## DELIVERING QUALIFIED LEADS

Our thought leadership programs, including seminars and webinars, position your senior executives as industry experts and place your business at the forefront of the market. We connect you with business owners and C-level decision makers that are responsible for choosing the capital sources and investment options for their firms.

## INCREASING CLOSING RATIOS

Verasolve develops and implements PR and marketing initiatives—press releases, bylined articles, interviews, awards, website copy, social media efforts, seminars, webinars, brochures, and more—that increase the number and quality of prospects. Verasolve works with you to craft and convey a strong value proposition that increases closing ratios by differentiating you from the competition and showcasing your senior executives as industry thought leaders, giving you the edge in closing a higher percentage of business.

## ENHANCING BRAND RECOGNITION

Verasolve has placed articles and earned media coverage in major news outlets, including *The Washington Post*, *The Wall Street Journal*, *Forbes*, *NBC News*, *CNBC*, *Kiplinger*, *American Business Journal*, *Financial Advisor Magazine*, *Investment News*, *Bloomberg*, *Businessweek*, *The Deal*, *CFO Magazine*, *SmartCEO*, *Financial Executive*, *Reuters*, *Fast Company*, *American Venture*, *Secured Debt Report*, *Business Finance Magazine*, *Private Equity Investor*, *Bank Director*, *Entrepreneur*, and *Voice of America*.

## ABOUT VERASOLVE

For more than ten years, Verasolve has partnered with dozens of financial services firms to provide cost-effective solutions that generate qualified leads, increase closing ratios, and enhance brand recognition. We focus on **Building Stakeholder Value™**. Our customized marketing, public relations, and social media strategies are certain to increase your revenues.

Verasolve offers a variety of comprehensive services to fulfill your unique branding, marketing, and public relations needs at one-quarter to one-third the cost of traditional options. Our virtual presence in your business allows us to operate as part of your team without the pressure of a long-term contract. We give you the freedom to determine the length of your engagement with the flexibility to discontinue with only two weeks' notice. Our experience and expertise allow us to deliver consistently outstanding results that help take your firm to the next level.

“I WOULD LIKE TO THANK THE VERASOLVE TEAM FOR THEIR ABILITY TO DELIVER STRATEGICALLY-DRIVEN PR RESULTS FOR WASHINGTONVC AND ITS PORTFOLIO COMPANIES. YOUR ASSISTANCE HAS BEEN VALUABLE FOR OUR MARKET POSITIONING AND GENERATING POSITIVE NEWS COVERAGE ABOUT OUR FIRMS IN THE LOCAL AND NATIONAL NEWS MEDIA. YOUR EXPERTISE WAS ESSENTIAL IN DELIVERING OUR MESSAGE TO A VARIETY OF AUDIENCES.”

—MICHAEL MANN, FOUNDER & CHAIRMAN, WASHINGTONVC

“ONE OF THE VALUABLE CONTRIBUTIONS VERASOLVE PROVIDED TO SNOWBIRD CAPITAL WAS THEIR DEVELOPMENT OF AN INTEGRATED MARKETING PLAN. THE PLAN OFFERED STRATEGIC DIRECTION FOR SNOWBIRD'S MARKETING EFFORTS AND ESTABLISHED A ROAD MAP FOR PROGRAMMING. THE MARKET RESEARCH SECTION OF THE PLAN WAS PARTICULARLY VALUABLE BECAUSE IT HELPED DEFINE OUR COMPETITORS' SERVICE OFFERINGS AND PROVIDED THE INSIGHT NECESSARY TO POSITION OUR OWN OFFERINGS.”

—NELSON A. CARBONELL, JR., CHAIRMAN & CEO, SNOWBIRD CAPITAL

“I HIRED VERASOLVE TO DEVELOP MY WEBSITE, WWW.SACHSCAPITAL.COM. THEY DID A WONDERFUL JOB. THEY WORKED IN AN EFFICIENT, AFFORDABLE MANNER AND I AM THRILLED WITH THE RESULT.”

—ANDREW SACHS, MANAGING MEMBER,  
SACHS CAPITAL





THE EVENTS YOU HAVE DEVELOPED FOR US HAVE RESULTED IN LEADS AND ARE HELPING OUR FINANCIAL ADVISORS CLOSE VALUABLE BUSINESS. THE INVITATIONS, MESSAGING, AND MAILING LISTS YOU PUT TOGETHER HAVE ALSO IMPROVED OUR ATTENDANCE RATE AND ATTENDEE QUALITY COMPARED TO PREVIOUS EVENTS WE HELD PRIOR TO OUR ENGAGEMENT WITH VERASOLVE. WE REALLY VALUE THE EXTENSIVE WEALTH MANAGEMENT EXPERIENCE YOU BRING TO OUR EFFORTS IN THESE AREAS.”

—STEPHAN CASSADAY, CFP®, CFS, FOUNDER, PRESIDENT & CEO  
CASSADAY & COMPANY, INC.



## AFFORDABLE SERVICES

As the premier provider of virtual marketing and public relations services, Verasolve helps financial services firms generate additional deal flow, clients, portfolio companies, investors and/or depositors and increase closing ratios at one-quarter to one-third the cost of traditional options.

## FLEXIBLE CONTRACT AGREEMENTS

Our flexible engagements give you the freedom to engage and disengage our services at any time with just two weeks’ notice.

## FAST, EFFECTIVE RESULTS

Verasolve consistently delivers fast, effective results. We might be virtual, but we’re very visible. You’ll soon find us to be an indispensable part of your team.

## COMMITMENT TO YOUR SUCCESS

Verasolve understands the challenges faced by financial services firms. We help you communicate your value proposition—to the right people in the right way—so that you can achieve your revenue goals. We even have experience helping our clients recruit senior professionals to help build their team. Whatever you aspire to, we are committed to your success.



I AM WRITING TO EXPRESS MY SATISFACTION WITH THE PUBLIC RELATIONS AND MARKETING SERVICES PROVIDED BY THE TEAM AT VERASOLVE, LLC. BY SECURING COVERAGE IN INDUSTRY RELEVANT PUBLICATIONS, VERASOLVE HAS INCREASED PUBLIC AWARENESS OF RAPIDADVANCE AND HELPED POSITION THE COMPANY AS A LEADING PROVIDER OF MERCHANT CASH ADVANCE SERVICES.”

—LEE J. JUNDANIAN, CHAIRMAN & CEO, RAPIDADVANCE

[www.verasolve.com](http://www.verasolve.com)