



WHERE BUSINESSES CONNECT

Get fast, free competitive quotes from our network of qualified Vendors



You Choose a Service

Complete one simple form



We Match to Qualified Vendors

Based on your specific requirements



You Receive Quotes

Compare & Save! No Obligation

AS SEEN IN:



AWARDS/NOMINATIONS



Over 150 Categories

ONLINE BUSINESS MATCHMAKING



The Web has created immense opportunities for business. Many companies use the advantage of outsourcing for their needs. Buyers seek the assistance of vendors to fulfill their service requests and vendors are readily willing to provide for the buyers.

Both parties spend time and energy looking for each other. Buyers spend time perusing through ad

channels searching for a qualified vendor and the vendors invest their resources in advertising their services. When a union is formed, both parties are still faced with difficulties.

VendorSeek offers a solution. By matching vendors with buyers using an analytical and personalized approach, optimal business-to-business relationships are made.

There is no need for buyers to blindly search for service providers or vendors to spend money looking for leads. VendorSeek has become the matchmaker for businesses by facilitating profitable relationships between buyers and vendors.

With a growing system of over 150 categories offered and 7,000 pre-qualified vendors, there is no better business-to-business resource than VendorSeek.

ABOUT US

VendorSeek.com was launched in the fall of 2002 and has become one of the fastest growing business resources online today.

WHAT WE DO FOR BUSINESSES

VendorSeek.com has often been compared to a matchmaking service exclusively for businesses. Simply put, we connect business consumers with pre-qualified vendors based upon the dynamics of the purchaser's needs and the specific nature of the services that the seller provides. This process enables business consumers to locate the right vendor to fill their needs and allows vendors to identify customers who are seeking the very services they provide.

Over the past 5 years, VendorSeek.com has assisted hundreds of thousands of businesses in finding the right vendor to partner with. With a network of over 8,000+ registered approved vendors and over 150 different quoting categories, VendorSeek.com is a one stop source for all of your business buying needs.

OUR VISION

We pride ourselves on bringing businesses together. We use our experience and industry insight to make optimal business matches that are right for both the buyers and the sellers. Our success is contingent on the prosperity of the business connections we inspire.



POPULAR CATEGORIES

401K/Retirement Plans
Answering Services
Appointment Setting
Assembly/Kitting Services
Background Screening
Call Center Services
CD/DVD Replication
Collection Services
Commercial Loans
Credit Card Processing
CRM Software
Data Entry Services
Direct Mail Services
Document Imaging
E-Commerce Solutions
Equipment Leasing
Factoring Services
Fulfillment Services

Help Desk / Tech Support
HR Outsourcing
IT Staffing
List Brokers
Logo Design Services
Medical Billing Services
Online Chat / Email Services
Payroll Services
Records Management
Sales Outsourcing
Search Engine Optimization
Supply Chain / 3rd Party Logistics
Telemarketing Services
Temporary Staffing
Transcription Services
Warehouse Services
Website Design Services
Commercial Printing

CUSTOMERS WHO HAVE USED OUR SERVICES SAY:

“At about 12:30 P.M. on 7-24 I submitted a request to Vendor Seek on behalf of my business. By 3:30, 5 potential vendors had contacted me...an absolutely outstanding response in very little time. I just wanted to say “thank you” to Vendor Seek and those employees who made the terrific response possible. The level of service I received has far exceeded my expectations. I look forward to using Vendor Seek in the future. EXCELLENT WORK!!!!!!”

“VendorSeek.com made looking for the right vendor incredibly easy. Rather than searching the world wide web and fielding phone calls all morning to find the right company, I just went to VendorSeek.com and had the contact information of at least 5 different companies sent to me within 24 hours! I was literally able to sit back and let them solicit my business, instead of the other way around. I needed printing, seo, and a good crm system; a day later I had several to choose from. Thank you VendorSeek, for saving me precious time!”

IN THE PRESS

THE WALL STREET JOURNAL ONLINE

The Family Plan

By COLLEEN DEBAISE

November 26, 2007; Page R4

When Kenneth Wisniewski needed a cash infusion to expand his two-year-old online vendor site back in 2005, he didn't have many sources left to tap.

The Mount Laurel, N.J., entrepreneur had already dug into home equity, and he had exhausted his credit cards. Without an established track record, he couldn't get a traditional bank loan. Venture capitalists wanted to see more revenue, and angel investors demanded too much control.

So Mr. Wisniewski turned to a lender who would overlook his weak points, give him flexible terms and offer a dream-come-true interest rate: his dad.

Over a handshake, he secured \$100,000 in financing at 0% interest to push his business, VendorSeek.com, to the next level. "The terms of the agreement were: It was payable when I could pay it back to him," Mr. Wisniewski says.

Such funding often is the only choice for many small-business owners who have used up all other options. A study on entrepreneurship conducted last year by Babson College in Wellesley, Mass., found that the average amount needed to start a business was \$65,000. Two-thirds of that came from the entrepreneur's savings, while the balance came from "informal investors" – most typically family members and friends.

No Expectations

Informal arrangements like Mr. Wisniewski's often are handled with little more than a slap on the back for good luck and no expectations that the money will be repaid quickly, if at all.

And some small-business experts say that's the most realistic approach to take. "You should make sure the person who is putting up the money is fully aware they might lose it all," says William Bygrave, a professor of entrepreneurship at Babson and a co-author of the entrepreneurship study, along with professors at the London Business School.

Mr. Bygrave's research found that most informal investors appeared willing to shell out the cash out of "altruism," and the majority didn't expect a return, or even repayment of the principal. "It's more like a kind of loan that people think *might* get repaid," he says.

Mr. Bygrave says he generally doesn't advise that start-up business owners formalize the terms of the loans, at least at first, because doing so indicates to the family member or friend that the money will soon be repaid. Instead, the deal should stay loosely structured until the company has reasonable cash flow and can afford regular payments – a position many businesses don't reach until three to five years down the road, if at all, he says.

But others say an agreement that is too vague and undocumented could lead to problems later on. Mark Luscombe, a principal tax analyst for CCH, a Riverwoods, Ill., unit of Dutch publisher Wolters Kluwer, says it's a good idea to put an arrangement in writing, whether the money is a loan, a gift or a contribution of capital to the business. "It helps ease confusion," he says.

Documentation comes in handy if, say, the Internal Revenue Service or even a jealous sibling raises questions about whether the money is a loan, a gift or an investment. Mr. Luscombe suggests drawing up a promissory note and consulting a lawyer for advice, particularly if repayment terms are loose or unusual.

The one potential drawback of documentation, he says, is "failing to follow the terms." For instance, some friends or family members might document that the money they've given is a loan, but neglect to collect interest or any type of repayment, he says. The IRS might ultimately decide that the loan was actually a gift – and that the lender owes gift tax, plus interest or penalties.

Virgin Money, a unit of Virgin Group PLC, helps structure arrangements between business owners and relatives or friends. The company, based in Waltham, Mass., offers two plans.

The Handshake Basic is generally for loans of less than \$10,000. It provides the parties with documents, such as a promissory note and payment schedule. A more formal plan, the Business Builder, is typically for loans between \$25,000 and \$100,000. It has the same features as the Handshake Basic but also services the loan – including setting up electronic fund transfers, sending email reminders and providing online account access. It also sends out year-end reports to the borrower and lender. The loans are flexible, usually offering lengthy grace periods and interest rates and payment schedules favorable to the business owner.

Virgin Money charges an upfront fee (\$99 for the Handshake Basic and \$199 for the standard Business Builder plan). And with the Business Builder plan, it collects \$9 per payment regardless of the loan size or frequency of payment.

"The advantage of paperwork is that it forces a conversation about what people's expectations are," says Asheesh Advani, Virgin Money's president and chief executive.

He recommends that business owners structure money from friends or family as a loan, rather than equity, "unless they are convinced that the company is a high-growth company that actually will be bought by somebody someday." Mr. Advani says the benefit of a structured loan – and having a third party properly document and manage it – is that the lender can claim

a capital loss if the business goes belly-up, and the borrower can deduct interest payments, just like a regular loan.

In the event a company doesn't succeed, he adds, it's better for the friend or family member to be a creditor, as they have a better chance of recouping the loan in bankruptcy proceedings.

There are some other considerations for both business owners and their friendly lenders to keep in mind.

From an estate-planning perspective, it's generally best to give the money as part of the annual gift amount of \$12,000 (a couple could give \$24,000) that doesn't trigger the gift tax, says Joseph Kluemper, a senior tax manager in the family wealth planning group at accounting firm BDO Seidman in New York.

People who have exhausted their lifetime exclusion of \$1 million for gifts should structure the money as a loan – and consult with an accountant or an estate planner about charging the market interest rate (called the applicable federal rate) and setting a payback schedule.

“With any transactions between family members, the IRS has a heightened degree of scrutiny,” Mr. Kluemper says, especially if it looks like the family is trying to avoid paying gift taxes, which have a rate of up to 45%.

But if you're likely to seek loans from conventional lenders later on, it's better to treat your family infusion as a gift. Lenders may question any lump of cash that shows up on a balance sheet – and whether that money was a gift or a loan. The most pressing question would be, “Is there truly an expectation of repayment?” says Mark Hogan, president of small-business banking at Bank of America Corp. in Charlotte, N.C. In the eyes of the bank, he says, it's more favorable for the money to be a gift rather than “just another loan on top of the loan they're looking for from the bank.”

Taking on a Role

For VendorSeek's Mr. Wisniewski, the \$100,000 loan from his father – which was used to boost advertising, hire staff and make capital improvements – has helped the business grow significantly. Revenue last year topped \$1 million and is expected to exceed \$4 million this year, he says. Profits are being reinvested in the business – and he has paid back about \$25,000 to his father so far, making payments whenever he can.

Kenneth Wisniewski Sr. says he lent the money to his son because “I'm just like any father anywhere in the U.S.... [We] obviously trust our sons and want them to do well.”

But his loan did come with an unusual twist: While the elder Mr. Wisniewski, 64, didn't expect repayment, he did request to become a senior account manager at VendorSeek. He says he wasn't prepared, financially or otherwise, for retirement, and thought his years of sales

experience at his own auto-parts distributorship could help his son. So the position was created for him, and he receives a salary and benefits.

While the two men sometimes butt heads, the arrangement has worked out well. "It's turned out to be a great benefit," the younger Mr. Wisniewski says. "We've got a lot of dedicated people, but he's the person who's still working at 9 p.m. on Friday nights."

PHILADELPHIA BUSINESS JOURNAL

VendorSeek May Know Where to Go

Philadelphia Business Journal – January 18, 2008

by Adam Stone

Special to the Business Journal

MOUNT LAUREL, N.J. -- Ken C. Wisniewski wants to find a collection agency for you. Or maybe a marketing firm. Supply chain services? Web hosting? Name it; Wisniewski probably has it. Since opening its doors in 2002, Wisniewski's business-to-business online matching system **VendorSeek** has built up a network of about 8,000 vendors eager to proffer their services to the business community. "Typically, when people need a service or they need to make a purchase, they usually are serious about it and they want to do it pretty quickly. But they are worried about finding somebody who is going to get the job done, and who is going to be reputable," Wisniewski said.

In 2002 Wisniewski decided he could fulfill that need for speed and certainty. He set up shop in his basement using \$5,000 in personal savings. Since then he has continued to fund the business the hard way. His wife sold a house to raise cash. He borrowed \$100,000 from his father. "Credit lines, equity lines, any way we could get any type of funds," he said. Money well spent, apparently. The firm grossed about \$3 million last year. Vendors pay \$99 a year to list their services with VendorSeek and \$15 to \$25 per lead they receive through the service, depending on the type of vendor. Kathy Gray calls it a bargain. "They have brought us millions of dollars in business," said Gray, a sales director with call center company Ansafone in Santa Ana, Calif. "They shorten the sales cycle by showing us prospects who are already interested in our product. It allows us to really contain the cost of marketing." That's

VendorSeek in a nutshell. The company does the heavy lifting, vetting leads to make sure they are valid and passing them on to ready vendors. It's a labor-intensive proposition. VendorSeek staffers telephone literally every lead that comes in, in order to ensure the query is legitimate and to make certain the potential buyer is forwarded to the proper type of service provider. It takes four people working full time to pore over the 5,000 requests that come in every month, "but it provides the kind of service that the consumer is looking for, and it means the vendor on the back end is hearing from people who actually want to buy what they've got," Wisniewski said. The company works just as hard on the vendor side. "They will pick up the

phone just to ask how I am making out," said Ren Cicalese of the accounting firm Alloy & Silverstein in Cherry Hill, a firm that lists with VendorSeek and also keeps the books for that business. "They have suggested that we get together to look at how we do our response, so that we can get more hits. They want this thing to succeed for us, because the more successful we are, the more successful they are going to be," Cicalese said. Wisnefski says the hands-on method is crucial in helping him overcome the somewhat sketchy reputation of Internet-based business-to-business directories.

There are other services like his, but his experience has shown him that matches are made pretty loosely, not checked over too carefully, so that vendors end up squandering a lot of time on unqualified leads. As VendorSeek's model has proven effective, Wisnefski has been tempted. If it works between businesses, why wouldn't it work between businesses and consumers? He has stayed true to the original plan, though, and he calls it one of his best business decisions. "We get companies who deal with home telephone service, Internet-based telephones, home cable, all the real consumer-based things. We get a lot of interest from vendors like that," he said.

"But being in the business marketing side, you deal with more professional type people. If we got involved in the consumer area I think it would be a headache for us, just from the management standpoint. You would spend a lot of money advertising it and not get nearly as many qualified requests coming through." Instead of chasing dubious consumer business, Wisnefski spends his time selling, putting to work the skills he gleaned as a speech-communication major at the **Richard Stockton College of New Jersey** in Galloway, Atlantic County.

When he talks to prospective vendors, "it goes beyond the actual product that we have," he said. "It's all about how they can take this product and use it to increase their business, how they can make it benefit them. When we have those conversations with companies, those are the ones that really excel in our network." Looking ahead, Wisnefski is thinking about launching smaller regional versions of the VendorSeek site. "If you are in California, you are not going to be able to do wiring in Philadelphia. Even things like workers' comp or health insurance, you can do it on a national basis but probably you would want to be doing that with a broker who is in your local area. "So by doing this in a regional fashion, we should be able to roll out a lot of new categories and build the business from there."

EXPERT INFORMATION

Companies seek insight in order to compete in the world of business. Success is contingent on making the right decisions at the optimal times. Experience is a great teacher, but it is better supplemented with advice from other experienced professionals.

VendorSeek is devoted to the notion of providing resourceful information. Our Industry Experts section is composed of articles that address business needs and concerns. The intelligence encompasses pertinent issues relating to our particular categories, as well as advice that can be applied to all industries.

Information is regularly researched, analyzed, and composed into articles by VendorSeek's in-house staff on a regular basis. We have invited our vendors and other outside experts to join in our devotion to providing sound knowledge. Outside submissions are reviewed and posted according to our article categories.



WHAT READERS SAY ABOUT OUR INDUSTRY EXPERTS SECTION:

“We look forward to continued success in our partnership with VendorSeek and **we are proud to be a contributing author to their Industry Experts page.**”

“Their services are easy to be a part of and **their Industry Experts page is a good place to find business-related information.**”

“VendorSeek's customer service is always dependable and **their site offers great business information.**”

ALSO SEEN IN

THE WALL STREET JOURNAL.
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