

Owning A **BUSINESS**

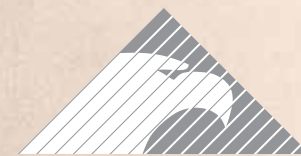
Step-By-Step Guide to Financial Success

CONTACT US

For more information about any of the services in this brochure, call 1-888-845-1850, visit our website at business.macu.com or stop by the branch nearest you.



Federally insured by NCUA



MOUNTAIN AMERICA
CREDIT UNION

Products for Life

retirement and investments

When starting your own business, you're probably hoping to secure a rewarding future for you and your family. You can begin planning your future today with retirement and investment plans from LPL Financial Services, Mountain America's broker/dealer.

With LPL Financial Services available at Mountain America, you can choose from a wide range of investment options, including:

- ▶ Traditional & Roth IRAs.
- ▶ 401(k) Plans.
- ▶ Stocks & Bonds.
- ▶ Mutual Funds.
- ▶ Fixed & Variable Annuities.
- ▶ Asset Accumulation & Allocation.
- ▶ Real Estate Investment Trusts.



Make sure you and your business are prepared for the future by calling us today at 801-325-6260 or toll-free at 1-800-540-7670 to set up your FREE consultation. For more information, visit our website, www.macu.com. ↩

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 **LPL Financial**
SERVICES LOCATED AT  MOUNTAIN AMERICA
CREDIT UNION



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Running your own small business can be a life-altering experience. It takes desire, commitment and hard work. That's why it's important to find a financial institution that understands your vision and can help you achieve your business goals.

Mountain America can be your trusted small business partner. No matter where you are in your planning, we have all the financial tools to help you start or expand your business.



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Opening a Business

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Mountain America Credit Union

getting started

Congratulations! So you've decided it's time to implement that big idea and become your own boss. Now you just have to get the ball rolling...and that can be a big task. There's so much to consider: financing, accounting, office management, payroll, insurance and even retirement planning. With so much for you to do, where's the best place to begin?

Start with your friends at Mountain America, of course. We offer a full range of products and services to help you get your business up and running.



Writing a Feasible Business Plan

Business plans are essential for any successful operation. A good business plan is a written document that combines your personal enthusiasm for the business with real facts, figures and details. It also serves as a guide for your company's progress and should change and expand with your business. Mountain America's loan specialists look to your business plan when evaluating a loan request.

In order to get a loan, your plan must explain how you'll manage, operate and finance your company and answer these 10 questions:

- 1 How much money do you need and what is your capital commitment? (A rule of thumb is that a 20% – 30% investment in the company needs to come from the owner, either from personal cash and savings or equity in the business.)
- 2 How will you use the money?
- 3 How will the loan affect your financial position?
- 4 What will you pledge as collateral? (You'll have to pledge some tangible asset—such as stocks, term deposits or property—to obtain a loan. If the loan is for equipment or real estate, that can become collateral.)
- 5 How will you repay the loan?
- 6 When will you repay the loan?
- 7 If you don't reach your projected income, can you still repay the loan? (For example, do you have a spouse with outside employment?)
- 8 How much can your business afford to lose and still remain viable?
- 9 How will your business manage risk?
- 10 For an existing business, how has it performed to date? Is the financial position of the business improving or declining?



Apply for a loan by visiting your nearest Mountain America branch. For more information, go to our website, www.macu.com, or call our business loan specialists at 1-888-845-1850.

Business Licenses and Permits

Before opening your business, you may need to get a variety of permits and licenses from the city, county, state or federal government. Licensing and permit requirements for small businesses can vary among jurisdictions, so it's critical that you contact your state and local governments to determine the specific obligations of your new business. You may need to obtain:

- ▶ A federal employer identification number (EIN), also called a tax identification number (TIN)
Note: Your business may also need a similar tax identification number from your state's department of revenue or taxation.
 - ▶ Zoning and land-use permits
 - ▶ Health department permits
 - ▶ A sales tax license
 - ▶ Fire department permits
 - ▶ Special state-issued business license or permits
- Find more information about business licenses and permits at www.sba.gov.
- ▶ A basic business operation license
 - ▶ A fictitious business name permit, also called "dba" (or "doing business as") permit



financing

Whatever your reason for starting a business, one thing remains certain: it requires money. Mountain America can help. From lines of credit to equipment loans and business acquisitions to construction loans, we can provide you with the money and tools you need to start and grow your own business.

SBA Express Lines of Credit

- ▶ Revolving credit lines
- ▶ Ideal for working capital, inventory, expansion or other business expenditures
- ▶ Accelerated turnaround times
- ▶ Lower interest rates than many other forms of credit

SBA 7(a) and 504 Loans

- ▶ Financing from \$10,000 to millions of dollars
- ▶ Purchase land or an existing building
- ▶ Construct new facilities
- ▶ Modernize, renovate or convert existing facilities
- ▶ Purchase large machinery and equipment
- ▶ 15- to 25-year amortizations
- ▶ Up to 70% financing on most properties
- ▶ Competitive interest rates
- ▶ Personal guarantees required on all SBA loans
- ▶ Interest rates vary based on property type and borrower strength



▶ Loan amounts up to \$2,000,000

▶ Construction financing

Property Types

▶ Office buildings/condos

▶ Industrial/warehouse

▶ Small retail (strip malls)

▶ Multi-family housing

▶ Specialty property

Special Properties

▶ Storage units

▶ Convenience stores

▶ Restaurants

▶ Charter schools

▶ Car washes

▶ Other

Business Visa®

A credit card is a valuable tool for any business. It allows you to quickly and easily pay for everyday business expenses like office supplies, power lunches and gas for the company car. Mountain America offers several options so you can effortlessly maximize your purchasing power and keep your business moving in the right direction.

Business Platinum Visa—Get a low, competitive interest rate and pay no annual fee.

Rewards Business Platinum Visa—Earn points toward gifts and travel just by using your rewards card for your daily business purchases.

Business Visa Debit Card—Conveniently access your business cash at ATMs all across the country and even internationally. Eligible for rewards program.

Apply for your Mountain America Credit Union SBA loan or Visa credit card today. Visit your nearest branch, or call 1-888-845-1850.



checking & savings

Simplify your business finances with checking and savings accounts from Mountain America.

Business Checking

Each business is different. That's why, at Mountain America, you can choose the checking account that's right for you. Whether your business is just starting out or already growing quickly, we offer a checking plan that will help you spend less time worrying about your finances and more time running your business.

Business Essentials Checking

Simplified checking for businesses with minimal transaction needs.

- ▶ No charge for checks deposited and cleared*
- ▶ No charge for cash and coin handling*

- ▶ Online Business Banking and Bill Pay
- ▶ Business Visa® Debit Card
- ▶ Waived maintenance charges with eStatements enrollment

Business Growth Checking

Checking for growing businesses.

- ▶ Choose between earning interest or earning credits
- ▶ Online Business Banking and Bill Pay
- ▶ Employee Direct Deposit
- ▶ Business Visa® Debit Card
- ▶ Sweep Accounts available
- ▶ Upgrade to Payment Processing Package, which includes Business Remote Deposit, ACH Debit and Bill Pay



Nonprofit Checking

Checking for nonprofit organizations.

- ▶ No setup or maintenance charges
- ▶ No charge for checks deposited and cleared
- ▶ Online Business Banking and Bill Pay
- ▶ Employee Direct Deposit included
- ▶ Business Visa® Debit Card
- ▶ Sweep Accounts available

Business Sweep Accounts

Maximize earnings with a convenient cash management tool that automatically moves excess funds from checking to an interest-bearing account and then back to checking when needed.

Business Savings

Grow your money while you grow your business. We offer a complete line of savings products designed to reinforce your entrepreneurial efforts that require liquid assets.

Traditional Savings Accounts

As the cornerstone of your financial package, a savings account allows you to keep your money in a safe place while it earns interest each month.

- ▶ Competitive interest rate
- ▶ Interest compounded daily and paid monthly
- ▶ Easy access to your money
- ▶ Open secondary savings accounts for planned expenses like business trips, professional development, holidays and gifts

Term Deposits

We offer a variety of flexible terms at competitive rates so your savings can build up faster than in a traditional savings account.

- ▶ Higher dividends than other savings vehicles
- ▶ Terms from 6 months to 5 years
- ▶ \$500 minimum deposit

Money Market Accounts

As with Term Deposits, Money Market accounts allow you to grow your savings at interest rates higher than those offered with traditional savings accounts. But what really sets Money Market accounts apart from Term Deposits is the ability to make deposits and withdrawals whenever you want.

- ▶ Unlimited access to your funds
- ▶ Competitive interest rates
- ▶ Interest paid monthly
- ▶ Minimum balance of only \$2,500
- ▶ Higher balances earn higher interest rates

*If combined monthly items deposited and cleared exceed 300 or aggregate monthly cash/coin exceed \$10,000 per month for two consecutive months, the account will be converted to a Business Growth Checking account.



Open your business checking and savings accounts today. Visit your nearest branch, call 1-888-845-1850 or go to our website, www.macu.com.



office management

Once you've secured your licenses and permits, small business loans, Visa Rewards credit card, checking and savings accounts, it's time to sit back and relax, right? Not quite. You still need the tools to manage your business on a daily basis. Mountain America can help with the little, everyday stuff, too. We offer a variety of products and services to help make your day-to-day operations effortless and virtually automatic.

Merchant Services

Mountain America makes it easy to accept your customers' preferred payment methods—credit and debit cards—with our payment processing services through First Data.

Advanced Technology—You'll get the most advanced equipment and solutions to help your business grow.

Payment Processing Made Easier—

We accept a wide variety of credit cards and offer PIN-secured and signature-based debit transactions.

Superior Service—We provide 24/7 customer service, quickly processed transactions and quality training on our services.

Online Business Banking

In today's competitive environment, your business needs every advantage it can get. One of those advantages is having financial information and control at your fingertips at all times. Online Business Banking offers these great tools customized for your business:

Tracking Finances & Balance Alerts—

Create custom reports to track your business finances and instantly transfer funds to your savings, checking and loans on your account.



Direct Payments & Direct Deposits—Initiate Direct Payments from customer accounts and make electronic direct payments for payroll or accounts receivable using the Automated Clearing House (ACH).

Wire Transfer—Send funds to accounts at different financial institutions.

QuickBooks® Downloads—Download your account transaction history into QuickBooks software.

Business Remote Deposit
Even with modern advances in technology, most businesses still deposit checks the old-fashioned way (someone physically delivers the checks to the branch). But now there's a state-of-the-art and amazingly fast alternative: Business Remote Deposit.

- With Business Remote Deposit you can:
- ▶ Scan checks and deposit them directly into your business account from any of your offices or business locations.
 - ▶ Make deposits any day of the year, any time, day or night.
 - ▶ Save time, money and gas by eliminating the need to drive to the branch.
 - ▶ Maintain a single relationship with Mountain America no matter how many offices you have or where they're located.

Payroll Services
Mountain America makes payroll quick, easy and affordable with our payroll services through Paychex, Inc.

By partnering with Paychex, Inc.—a recognized leader in the payroll and human resource industry—we're able to provide businesses like yours with a comprehensive suite of payroll services.

This includes:

- ▶ Payroll checks that are accurate and on time.
- ▶ Easy-to-read payroll reports to help run your business.
- ▶ Employee direct deposit.
- ▶ Electronic filing of your tax returns and deposits.
- ▶ Compliance with new-hire reporting to government agencies.

Health Savings Accounts (HSA)
Take advantage of the lower premiums a high-deductible health plan offers, and at the same time, provide your employees with the additional medical expense coverage they desire.

Here's how an HSA works: Employees enroll in a qualifying high-deductible health plan (through an insurance company) and then you open Mountain America HSAs for them.

- ▶ Your employees then use their HSA funds to pay for expenses before their health plan deductible is met.
- ▶ The HSA may also pay for services not covered by the health plan, including: co-payments for prescriptions and office visits, COBRA coverage during periods of unemployment, medical expenses after retirement and long-term care expenses, to name just a few.

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Contact us today. Visit your nearest branch, call 1-888-845-1850 or go to our website, www.macu.com.

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insurance

Owning a business comes with plenty of things to worry about—don't let business insurance be one of them. Experience the peace of mind that comes with an insurance package customized specifically to your needs.

Our experienced agents can design an insurance solution to provide your company with protection from the unknown, which allows you to remain focused on running your business. We work with multiple carriers to provide you with options when selecting your insurance provider.

We offer a variety of business insurance types, including:

- ▶ Business Liability.
- ▶ Business Owners Policy.
- ▶ Commercial Property, Vehicles and Equipment.



Schedule a no-obligation consultation today by calling 1-877-276-7882, or for more information visit us at [↩ MountainAmericaInsurance.com](http://MountainAmericaInsurance.com).

- ▶ Farming Equipment.
- ▶ Property Insurance.
- ▶ Life Insurance (Key Man).
- ▶ Umbrella.
- ▶ Workers Compensation (required when you have employees).

Insurance products offered by Mountain America Insurance Services, LLC, are not a deposit, not an obligation of, or guaranteed by any credit union, not insured by the NCUA, and in the case of life insurance, may go down in value. Purchasing of insurance products will not affect the extension of credit in any way.



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