



Partner Guide

Your PEO advisor and
advocate.

2024

peo360.com

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Who is PEO 360?

PEO 360 is a PEO broker. We are your unbiased PEO advisor and advocate, dedicated to helping you find the best PEO provider and most competitive pricing for your business.

Since our founding in 2020, we've worked with over 60 clients and saved them more than \$4mm collectively.

The value of our solution:

- Evaluate 3-5 PEO's simultaneously to drive competitive pricing
- Work with an unbiased, single point of contact versus 3-5 PEO sales reps
- The service is zero cost, we are paid by the PEO providers
- A long term account manager and partner to navigate issues and renewals



They're very knowledgeable - their expertise is really the difference. A lot of small companies don't know about PEOs, and they could definitely use a partner like PEO 360 to help them navigate that process.

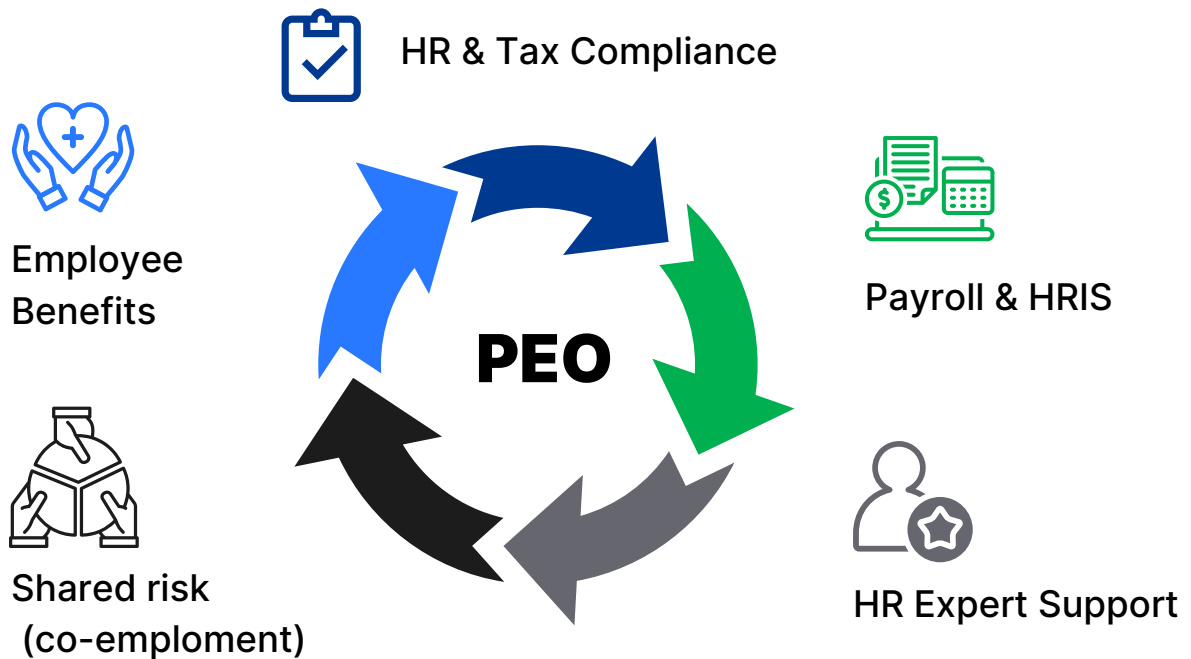


KRISTY EMMERICH

Director of Compliance & hR
IBT Apps

What is a PEO?

A professional employer organization (PEO) provides comprehensive HR solutions for small and mid-size businesses. Payroll, benefits, HR, tax administration, and regulatory compliance assistance are some of the many services PEOs provide to growing businesses across the country.



PEO Industry

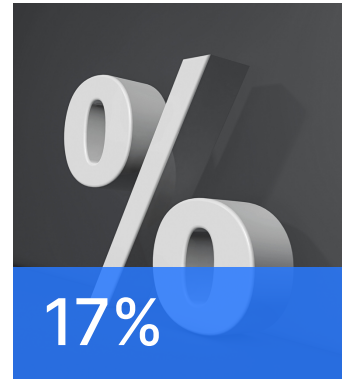
There are over 500 PEOs in the United States serving over 200,000 small and midsize businesses. The PEO industry's 200,000+ clients represent roughly 17 percent of all employers with between 10 and 99 employees.



PEO providers in the United States



Small and midsize businesses supported



Percentage of employers with 10-99 employees using a PEO

OUR PEO PARTNERS



...and dozens of others nationwide

The PEO Advantage

PEO's help small and midsize businesses improve their employee benefit offering and reduce their employer related risk while saving them time and money.

According to a 2019 study by the National Association of Professional Employer Organizations (NAPEO), the average cost savings from using a PEO is \$1,775 per year per employee. This study also found that PEOs can result in lower employee turnover, higher revenue and employee growth, and better employee benefits.



98%

Recommend it to their
peers



7-9%

Faster growth



27%

Average ROI in cost
savings alone



A long term partnership

An advisor and advocate for your client throughout their entire PEO journey.



New to PEO

First-time PEO evaluations



Existing PEO Benchmarking

Benchmark your current provider for renegotiation or transition



PEO Exit

Assistance transitioning off a PEO when you outgrow that model



Our ideal client profile

The typical profile of a client who can benefit from the PEO model:



US based workforce, multi-state



10-100 employees



White-collar industry (technology, financial services, professional services)



VC or PE backed

A FEW OF OUR CLIENTS

UnaliWear

SchoolLinks

Converse Now

NoiseAware

ShuftiPro

RiskScout



How IBT Apps saves an average of 15% on benefits annually with PEO 360

[DOWNLOAD](#) >



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KRISTY EMMERICH

Director of Compliance & HR
IBT Apps



How BankingON saved \$40k and Increased Employer Contributions by 45% with PEO 360

[DOWNLOAD](#) >



PEO 360 did an awesome job of giving us a breakdown of the differences between each PEO. They were really good at helping me find information and connecting me with the right people. We felt very supported through the process, which made it easier.



RACHEL HENLEY

Director of HR at BankingON

Email Templates

TO CONFIRM INTEREST

Subject: Intro to PEO 360?

Hi {First Name} - I recently met [or reconnected with] Jeff Nowling and his team at PEO 360. They are a PEO broker service so they help startups [or businesses] like yours evaluate, negotiate (or renegotiate), and select the best PEO for your business. It's a free service for you, they are paid by the PEO providers. I thought it would be a valuable resource for you to save time, and likely save costs as well. Their average client saves 30%. Jeff is also just a great person to know, he is well connected in the venture and startup ecosystem [or private equity ecosystem].

Would you be open to an introduction?

TO INTRODUCE

Subject: Intro: PEO 360 & [COMPANY]

Hi {First Name} - Pleased to introduce you to Jeff Nowling, Founder & CEO of PEO 360. As I mentioned, they provide PEO broker services to help businesses evaluate, negotiate, and select the best PEO for your needs and growth goals. He's looking forward to learning more about your business. I'll let you two take it from here.

Cheers,

Earn a Referral Bonus

We are happy to pay a referral bonus to our partners. Or if you prefer, we can donate the bonus to a charity of your choice.

HOW IT WORKS

- 1** Send an email introduction connecting us with your referral.
- 2** We'll work with the client to procure quotes from 3+ PEOs, and then we'll help them evaluate and select the best option for their business. **When they start the RFP process, you'll get a referral bonus.**
- 3** When they onboard with their PEO of choice, and run their first payroll, **you'll get an additional referral bonus.**

REFERRAL BONUS

Only companies with 10+ employees are eligible for a referral bonus.



\$250 / Client RFP



\$1,000 / Client Closed



Questions? Let's connect.

Jeff Nowling



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