

## MultiFunding.com Wireframes

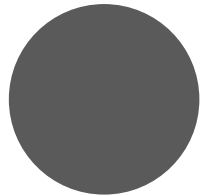
# MultiFunding Style Guide

## Fonts

Din

Lucida Sans

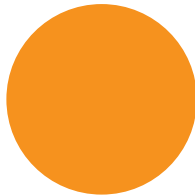
## Colors



Body Copy

R 90  
G 90  
B 90

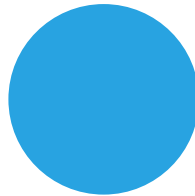
Hex #5a5a5a



Orange (Top Nav, Logo Subheads, Links)

R 246  
G 146  
B 30

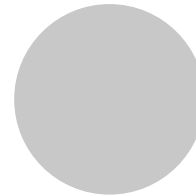
Hex #f6921e



Blue (Accent Text)

R 40  
G 163  
B 225

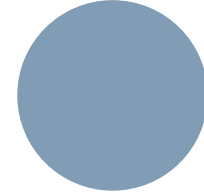
Hex #28a3e1



Light Grey (Contact and Partners Nav Only)

R 200  
G 200  
B 200

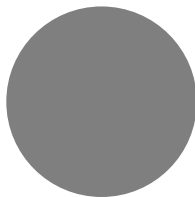
Hex #c8c8c8



Blue (From Bottom Nav Bars)

R 129  
G 157  
B 181

Hex #819db5



Dark Grey (Dark Background Box)

R 127  
G 127  
B 127

Hex #7f7f7f



Light Grey (Home Page Body Copy  
Sidebar Box, Border Rule, Bottom Nav  
Background)

R 229  
G 229  
B 229

Hex #e5e5e5

# HOMEPAGE

MultiFunding

Contact | Partners

What We Do | Get New Loans | Refinance Loans | Special Programs | Free Advice | Slingshot Café | Press

*Body Copy*

**Let us help finance your business**

You've worked hard to build your b;business and care about every penny you spend. You want to find the best financing, but it all feels overwhelming. There are options from the bank, from the government and venture lenders, but you don't know what you qualify for, let alone how to get the best rates and terms.

That's where MultiFunding comes in (etc.)

*Body copy* **Chat Now**

Free Loan Advice from Ami Kassar & His

How Does Multi-Funding Work?

Hang out in the Slingshot Café

Clicking on logo or company name leads to the home page.

Picture box will appear on each page. Each page will feature a different photo. Final photos to follow.

These photos and boxes are the same on every page. Final photos to follow.

# CONTACT PAGE

**MultiFunding** | Contact | Partners

What We Do | Get New Loans | Refinance Loans | Special Programs | Free Advice | Slingshot Café | Press

*Body Copy*

**Email Us** **Chat Now**

**800.276.690**

**Contact Us**  
Whether you have a question or want some loan advice, contact us between 9am and 6pm, M-F (EST). If you can't reach us, email us and we'll get back to you within 48 Hours.

**Let Us Call You.**  
Want to schedule a phone meeting? No problem. Just fill in the form below and we'll give you a call.

Name: \_\_\_\_\_  
Business: \_\_\_\_\_  
Your Website: \_\_\_\_\_  
Phone: \_\_\_\_\_

**Submit**

*Body copy*

Free Loan Advice from Ami

How Does Multi-Funding Work?

Hang out in the Slingshot Café

**MultiFunding** | Contact | Partners

What We Do | Get New Loans | Refinance Loans | Special Programs | Free Advice | Slingshot Café | Press

*Body copy*

**Email Us** **Chat Now**

**800.276.690**

Thanks for contacting us. We'll be in touch with you soon!

*Body copy*

Free Loan Advice from Ami Kassar & His Team

How Does Multi-Funding Work?

Hang out in the Slingshot Café

Basic Contact Page with Fill In Form

Photo to follow.

When customer presses Submit, they are directed to inset page below.

This is a form with blank fields that the customer can fill out to receive a call back. Required fields is the phone number. If its not filled in, a red star pops up and they can't submit.

Name: \_\_\_\_\_  
Business: \_\_\_\_\_  
\*Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

After filling in form and pressing submit button, customer sees confirmation page.

# PARTNERS

MultiFunding

Contact | Partners

What We Do | Get New Loans | Refinance Loans | Special Programs | Free Advice | Slingshot Café | Press

*Body Copy*

**Email Us** **Chat Now**  
**800.276.690**

**We Love Our Partners**  
MultiFunding partners with banks and lenders that work with small business financing. Do you have a product for financial services that you'd like us to offer to our clients? Do you have a lending project you'd like to tell us about? [Talk to us.](#)

*Body copy*

MultiFunding also partners with accountants and financial professionals that work with small business owners. We offer a fast and easy way to help your clients find lending options that are custom suited to their business needs. [Click Here](#) for more information.

**Chat Now**

Free Loan Advice from Ami Kassar & His

How Does Multi-Funding Work?

Hang out in the Slingshot Café

Basic Info Page with links to the following:

- Professional Partners page. (links only from Partners page)
- Contact Page

Photo to follow.

Links to Contact Page

Links to Professional Partners Page.

## Body Copy

Email Us | Chat Now  
800.276.690

### Offer MultiFunding services to your clients.

MultiFunding offers financial professionals a fast and easy way to help your clients with their lending options. Simply call us at 1.800.276.0690 and we'll send you all the materials you need to get started

#### Why partner with us?

- Expand your service offerings
- Add fees or incur billable hours
- Help your clients save 10% or more each year.

#### How does it work?

It's simple. Some of our partners assume MultiFunding's ser



## Body copy

Photo to Follow

Free Loan Advice from Ami Kassar & His

How Does Multi-Funding Work?

Hang out in the Slingshot Café

## PROFESSIONAL PARTNERS

This page links only from the Partners page in the Main Navigation.

# MultiFunding

Contact | Partners

What We Do | Get New Loans | Refinance Loans | Special Programs | Free Advice | Slingshot Café | Press

*Body Copy*

Email Us | Chat Now  
**800.276.690**

## What We Do & How It Works

MultiFunding is one of the smartest ways to explore financing for your business. We're here to educate you about your loan options — and help you find the one that "fits".

Call us, and we'll talk to you (in plain English) about financing., what you qualify for, and the kinds of packages that are out there. We'll tell you about government programs and incentives that can help you keep your interest fees down. And if you see something you like, we'll help you with all the paperwork. (etc.)



*Body copy*

Free Loan Advice from Ami Kassar & His

How Does Multi-Funding Work?

Hang out in the Slingshot Café

## WHAT WE DO HOW IT WORKS

Basic Info Page for What We Do (top nav) and How Does MultiFunding Work? (bottom nav)

Photo to Follow

*Body Copy*

**Get Started**  
**800.276.690**

### Get A New Loan

If you're like most business owners, you want a good loan with low rates and terms that "fit" your business. That's exactly why we developed MultiFunding.

MultiFunding starts by educating our clients about all the loan options available. We summarize corporate loans and government loans, showing our clients how to get the best loans at the lowest possible rates.

Our process is fast and easy, with a 60-day cycle time. More than 80% of our clients receive funding. (etc.)



*Body copy*

Free Loan Advice from Ami Kassar & His

How Does Multi-Funding Work?

Hang out in the Slingshot Café

## GET NEW LOANS

Basic Info Page for Get New Loans.

This buttons are different on this page. The "Chat Now" and "Email" buttons are replaced by a "Get Started" Button. The "Get Started" page is linked only from this page and the "Refinance Loans" Page".

Photo to Follow



# MultiFunding

Contact | Partners

What We Do | Get New Loans | Refinance Loans | Special Programs | Free Advice | Slingshot Café | Press

*Body Copy*

Email Us | Chat Now

800.276.690

## Get Started!

Getting started is easy! Simply call us, email us, or click the live chat button to get started. Want to schedule a phone meeting? No problem. Fill in the form below and we'll give you a call.

Name: \_\_\_\_\_  
Business: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_  
Your Website: \_\_\_\_\_  
Best time to reach you: \_\_\_\_\_  
Check services you're interested in:  
 New Loans    Refinancing

Submit

*Body copy*

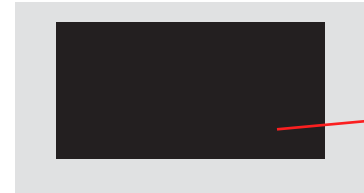


Photo to Follow

This is a form with blank fields that the customer can fill out to receive a call back. Required fields is the phone number. If its not filled in, a red star pops up and they can't submit.

Name: \_\_\_\_\_  
Business: \_\_\_\_\_  
\*Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

When customer presses Submit, they are directed to inset page below.

After filling in form and pressing submit button, customer sees confirmation page. Buttons return to top.

Free Loan Advice from Ami Kassar & His

How Does Multi-Funding Work?

Hang out in the Slingshot Café

# MultiFunding

Contact | Partners

What We Do | Get New Loans | Refinance Loans | Special Programs | Free Advice | Slingshot Café

*Body copy*

Email Us | Chat Now  
800.276.690

Thanks for contacting us.  
We'll be in touch with you soon!

*Body copy*



Free Loan Advice from Ami Kassar & His Team

How Does Multi-Funding Work?

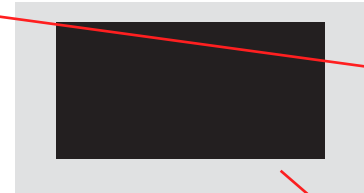
Hang out in the Slingshot Café

*Body Copy*

**Get Started**  
**800.276.690**

### Get A New Loan

As a business owner, you're looking for a simple way to get the best refinancing package possible. MultiFunding makes it easy. MultiFunding advocates low-interest loan refinancing for small businesses. We go head-to-head with corporate lenders and work with government programs to get you the very best solution possible — with lower interest rates and easier terms. Our process is fast and easy, with a 60-day cycle time. More than 80% of our clients receive funding, saving up to 70% annually! Best of all, if we can't help you — we won't take a penny. (etc.)



*Body copy*

Free Loan Advice from Ami Kassar & His

How Does Multi-Funding Work?

Hang out in the Slingshot Café

## REFINANCE LOANS

Basic Info Page for Refinance Loans.

This buttons are different on this page. The "Chat Now" and "Email" buttons are replaced by a "Get Started" Button. The "Get Started" page is linked only from this page and the "Refinance Loans" Page". See "Get Started" page prior to this one.

Photo to Follow

# MultiFunding

Contact | Partners

What We Do | Get New Loans | Refinance Loans | Special Programs | Free Advice | Slingshot Café | Press


*Body Copy*

Email Us | Chat Now  
**800.276.690**





## What We Do & How It Works


MultiFunding offers special interest services and “good loan deals”, based on government programming and the financial industry. We research, combine and assemble loan packages and SBC programs to find new ways for small businesses to save money. Want to know more? Have an idea? Contact us.

 Real Estate Loans – Reduce debt by up to 70%  
Does your business own real estate? Contact us to learn how you can leverage your real estate to dramatically improve your cash flow.

*Body copy*

 Free Loan Advice from Ami Kassar & His

 How Does Multi Funding Work?

 Hang out in the Slingshot Café

## SPECIAL PROGRAMS

Basic Info Page Featuring Special Programs.

Photo to Follow

Below the body copy will be a list of Special Programs. If possible, this should be changeable from the back-end, so Ami can upload additional Special Programs as they come up. Each special program has a photo attached to it.

Photos to Follow

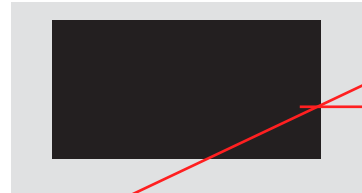
# MultiFunding

Contact | Partners

What We Do | Get New Loans | Refinance Loans | Special Programs | Free Advice | Slingshot Café | Press

*Body Copy*

Email Us | Chat Now  
800.276.690



## GET FREE LOAN ADVICE FROM AMI KASSAR & HIS TEAM

How can you tell what a good loan looks like? What kind of rates can you expect? Is the loan you have now a fair deal? MultiFunding offers free, one-on-one advice led by business guru Ami Kassar, nationally renowned as an expert in small business planning. Tell us your financial story, ask questions about your loans, talk about your needs — and we'll explain it all in plain English. Call us at 800.276.0690, send us an [email](#), or open a [live chat](#), and we'll put you in touch with the big guy's team. For ongoing advice about small business finance, check out Ami's blog in the [Slingshot Café](#)

*Body copy here*

*Who is Ami Kassar?  
..... hosts small business webinars. Read his complete [bio here](#)*

## FREE ADVICE

Basic Info Page on Free Advice. Links from both top and bottom nav.

Photo to Follow

Links to Ami's Bio

Get

Free Loan Advice from Ami Kassar & His

How Does Multi-Funding Work?

Hang out in the Slingshot Café

Opens Live Chat

Links to Slingshot Café

Opens Email Window

# MultiFunding

Contact | Partners

What We Do | Get New Loans | Refinance Loans | Special Programs | Free Advice | Slingshot Café | Press

*Body Copy*

Email Us | Chat Now

800.276.690

## ABOUT AMI KASSAR

Ami Kassar is the CEO and Founder of MultiFunding, LLC, a Philadelphia based consulting firm that specializes in helping business owners across the United States develop creative and cost-saving alternatives for their business debt needs. As part of his role at MultiFunding.... Kassar is regularly quoted in the [national press](#) on various small business issues....

If you'd like to have Ami speak at an event or at your university, you may [contact him here](#). Email window should pop up addressed to Ami

Real Est



Photo to Follow

*Body copy here*

*Who is Ami Kassar?*

*..... hosts small business webinars. See him in the [press here](#)*

Links to PRESS page

Free Loan Advice from Ami Kassar & His

Links to Press

How Does Multi-Funding Work?

Opens Email Window addressed to Akassar@multifunding.com

Hang out in the Slingshot Café

## AMI's BIO

This page is only linked from the "FREE ADVICE" page.

# MultiFunding

Contact | Partners

What We Do | Get New Loans | Refinance Loans | Special Programs | Free Advice | Slingshot Café | Press

Body Copy

Email Us | Chat Now

800.276.690

## WELCOME TO THE SLINGSHOT CAFE

MultiFunding is committed to making the complicated world of finance feel crystal clear. (etc.)



Search Posts

August 18, 2010



**Chase 5% Loan Program**  
*is this a good deal?*

[KIdafIkjafIkjalfl; asfkas;fllasf; asfkas;fllasf; JFKLDl;sfak;fllasf;asfsl JFKLDl;sfak; JFKLDl;sfak; asfkas;fllasf akdsjfl;kajflk jask;fllkas;fllasf;kias;fllkas;fllasf;adjsfja.ds](#)

[KIdafIkjafIkjalfl; asfkas;fllasf; JFKLDl;sfak;fllasf;asfsl akdsjfl;kajflk;asf;fllkas;fllasf;kias;fllkas;fllasf;adjsfja;ds](#)

[KIdafIkjafIkjalfl; asfkas;fllasf; JFKLDl;sfak;fllasf;asfsl](#)

### Talk to us!

Have thoughts about one of our posts? See a loan package you'd like us to review? Leave us your thoughts and comments.

### Recent Posts

SBA Loan  
Chase Bank Loans  
BOA 5% Loan SBA Loan  
Chase Bank Loans  
BOA 5% Loan SBA Loan  
Chase Bank Loans  
BOA 5% Loan SBA Loan  
Chase Bank Loans  
BOA 5% Loan SBA Loan

[More](#)

Basic Info Page Featuring Slingshot Café, accessible from top and bottom nav.

Photo to Follow

Search Feature

Blog Post that needs to be uploadable (with a photo) from the backend.

Clickable Archives  
With a "More Button" so user can scroll through all archives.

Comment field so users can leave comments.

Free Loan Advice from Ami Kassar & His

How Does Multi-Funding Work?

Hang out in the Slingshot Café

# MultiFunding

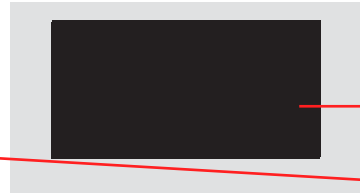
Contact | Partners

PRESS

What We Do | Get New Loans | Refinance Loans | Special Programs | Free Advice | Slingshot Café | Press

Body Copy

Email Us | Chat Now  
800.276.690



## SEE MULTIFUNDING IN THE PRESS

Over the past decade, MultiFunding founder and small business expert [Ami Kassar](#) has been quoted in dozens of publications including The New York Times...ETC.

Photo to Follow

Links to Ami's Bio

**All Business** — July 2010  
"Winning at the Business Loan Game"

**Susan Solovic Online** — June 2010  
"There is Funding for Small Business. MultiFunding Co-Founder Shares Advice"

**Philadelphia Inquirer** — May 2010  
"PhillyDeals: Vanguard ends commissions on exchange-traded funds"

Press Articles and Videos that needs to be upload-able (with a photo) from the backend.

When they click on the image or contact info, the article will pop up on the side. If pop ups are turned off, it will automatically open a new tab to the external site.

Free Loan Advice from Ami Kassar & His

How Does Multi-Funding Work?

Hang out in the Slingshot Café