



April 30, 2014

## Newtek Reports Business Owners Unsure How to Change Website to Maximize Results

NEW YORK, April 30, 2014 /PRNewswire/ -- [Newtek Business Services, Inc.](#) NASDAQ: NEWT, [The Small Business Authority](#)<sup>®</sup>, with a portfolio of over 100,000 business accounts, announced today the findings of its SB Authority Market Sentiment Survey, a monthly window into the concerns of independent business owners. Based on a poll of over 1,500 respondents, the key finding from the April survey is that 65% of business owners feel their website is complete. Only 35% of those polled said their website is not complete, with 46% unsure about what they would change. Of the remaining, 27% would change the appearance of their website, 23% would change the content of their website, and 4% would change their domain name.

The full April 2014 results showed the following:

Poll Question	Poll Answer	Percentage
Does your business feel its website is complete?	Yes	65%
	No	35%
If no: What would you change?	Domain Name	4%
	Appearance	27%
	Content	23%
	Unsure	46%

Barry Sloane, Chairman, President and CEO of [The Small Business Authority](#)<sup>®</sup> commented, "Our survey for the month was designed to assess how business owners feel about their [websites](#) performance and whether or not it is producing revenues. The results stated 65% professed satisfaction with the remaining 35% expressing something needs to change. Over half of the business owners who were not satisfied with their [website](#) were unsure exactly why they were unhappy with their sites. This clearly signifies their website is not performing to their expectations and they do not know how to make the changes necessary to produce results. There are many things one can do to change the performance of their website today. In today's fast-paced Internet-based world, everyone needs a fully functional and performing website."

Mr. Sloane continued, "To get started, you need to be noticed on the Internet; you must be within the first two pages within a search. Your [website](#) should be simple to understand, your company's key message or messages should stand out and the site should be easy to navigate. It is important that your site appeals to and engages your key target audience. Finally, security is essential, especially for an [eCommerce](#) site where customer data protection is vital."

Mr. Sloane concluded, "Newtek can help business owners with a free evaluation of their [website](#) to help them identify and remediate their concerns. We are here to improve performance against industry standards and competitors as we complete this on a daily basis for our current clients."



### About Newtek Business Services, Inc.

Newtek Business Services, Inc., [The Small Business Authority](#)<sup>®</sup>, is a direct distributor of a wide range of business services and financial products to the small- and medium-sized business market under the Newtek<sup>®</sup> brand, including:

- 1 [Newtek Advantage](#)<sup>™</sup>: Mobile real-time operating platform for business intelligence. The Newtek Advantage<sup>™</sup> puts all critical business transactions in real-time. Access data on your smartphone, tablet, laptop or PC as it relates

to eCommerce for credit/ debit transactions, website statistics, payroll, insurance and business loans.

- | **Electronic Payment Processing:** eCommerce, electronic solutions to accept non-cash payments, including credit and debit cards, check conversion, remote deposit capture, ACH processing, and electronic gift and loyalty card programs.
- | **Managed Technology Solutions (Cloud Computing):** Full-service web host, which offers eCommerce solutions, shared and dedicated web hosting and related services including domain registration and online shopping cart tools.
- | **eCommerce:** A suite of services that enable small businesses to get up and running on-line quickly and cost effectively, with integrated web design, payment processing and shopping cart services.
- | **Business Lending:** Broad array of lending products including SBA 7(a) and SBA 504 loans.
- | **Insurance Services:** Commercial and personal lines of insurance, including health and employee benefits in all 50 states, working with over 40 insurance carriers.
- | **Web Services:** Customized web design and development services.
- | **Data Backup, Storage and Retrieval:** Fast, secure, off-site data backup, storage and retrieval designed to meet the specific regulatory and compliance needs of any business.
- | **Accounts Receivable Financing:** Receivable purchasing and financing services.
- | **Payroll:** Complete payroll management and processing services.

Since 1999, Newtek has helped small- and medium-sized business owners realize their potential by providing them with the essential tools needed to manage and grow their businesses and to compete effectively in today's marketplace. Newtek provides its services to over 100,000 business accounts and has positioned the Newtek® brand as a one-stop-shop provider of such business services. According to the U.S. Small Business Administration, there are over 27.5 million small businesses in the United States, which in total represent 99.7% of all employer firms.

**The Small Business Authority**® is a registered trade mark of Newtek Business Services, Inc., and neither are a part of or endorsed by the U.S. Small Business Administration.

#### **Note Regarding Forward Looking Statements**

*Statements in this press release including statements regarding Newtek's beliefs, expectations, intentions or strategies for the future, may be "forward-looking statements" under the Private Securities Litigation Reform Act of 1995. All forward-looking statements involve a number of risks and uncertainties that could cause actual results to differ materially from the plans, intentions and expectations reflected in or suggested by the forward-looking statements. Such risks and uncertainties include, among others, intensified competition, operating problems and their impact on revenues and profit margins, anticipated future business strategies and financial performance, anticipated future number of customers, business prospects, legislative developments and similar matters. Risk factors, cautionary statements and other conditions, which could cause Newtek's actual results to differ from management's current expectations, are contained in Newtek's filings with the Securities and Exchange Commission and available through <http://www.sec.gov>.*

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