



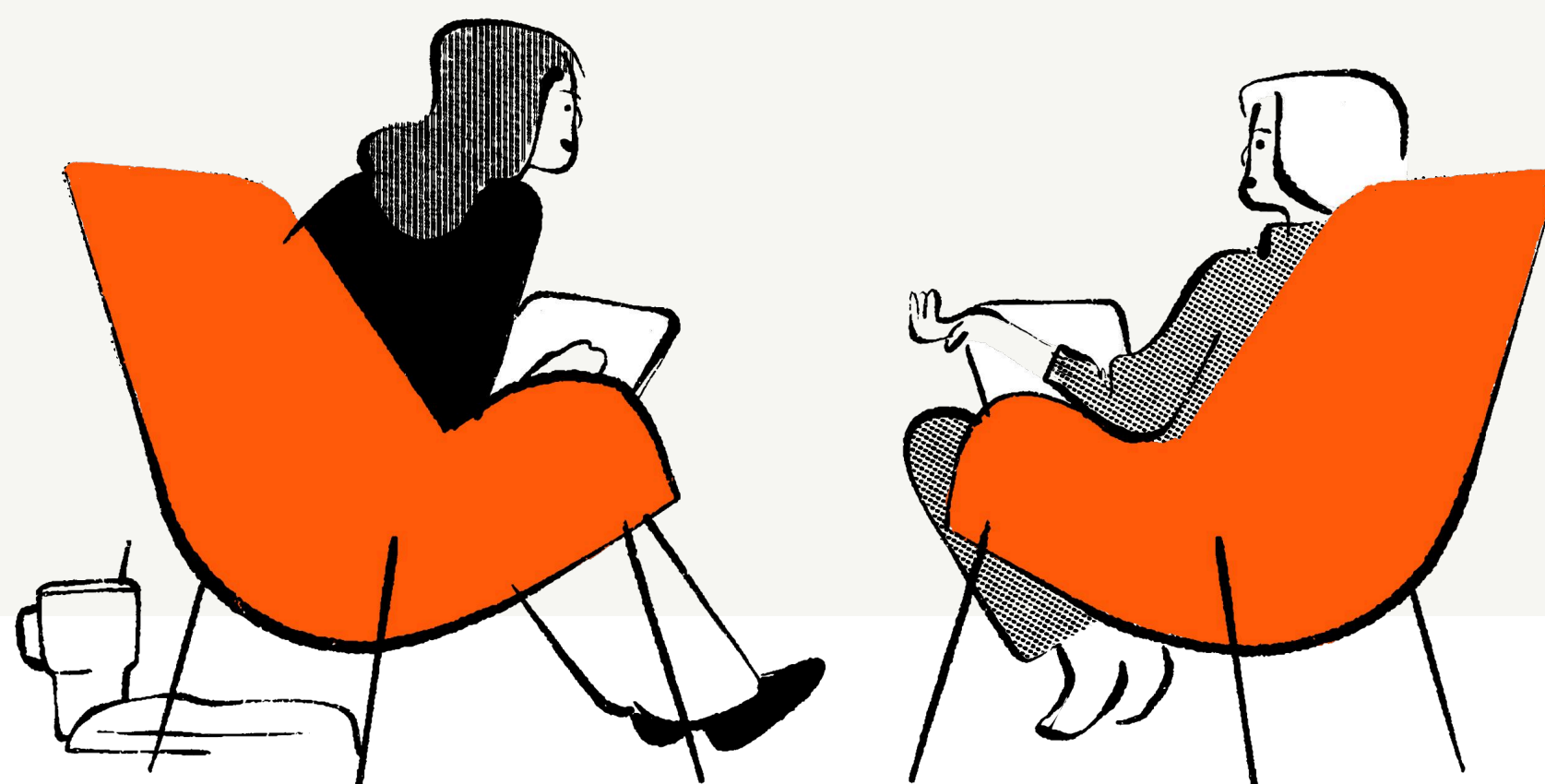
From Support To Superglue:

How bill pay activities add value to high-net-worth client relationships



When partnering with high-net-worth (HNW) individuals and families, wealth management firms and family offices are often on the lookout for innovative ways to create value and strengthen their relations with their clients. Deep loyalties tend to lead to referrals and grow the business.

One way firms can put themselves in a position to enhance their partnerships and increase client satisfaction is by offering bill pay services. Software platforms that manage financial workflows and process payments like BILL can provide meaningful interactions with clients and enable wealth management and family office firms to become more embedded with their clients.



How the family office services space is transforming

While family office services have been around since the late 1800s, they've become increasingly common in our current era of technology startups and other business unicorns that have created quick wealth to entrepreneurs and investors alike.

A growing customer base invites competition, and we're seeing rapid change with the addition of pure wealth management firms, banks, and accounting companies adding services to their offerings to directly vie for new clients that would traditionally start their research within the family office firm sector. A full range of services includes planning, governance, and administration across these 3 primary themes:

Advisory (e.g., tax, legal, compliance, risk management)

Financial (e.g., investments, philanthropic)

Strategic (e.g., business, estate, wealth transfer succession)

Clients who begin relationships with family office services firms are usually in search of external support, a third party to act as their financial arm, and manage both their business entities and their personal wealth. We're seeing the needs of high-net-worth individuals and families grow on two fronts.

First, complexity is increasing, from managing multiple business entities to strategies on how to effectively grow wealth for transfer to future generations, as well as navigating intra-family transfers of highly appreciating assets. Secondly, the range of client needs has widened to include concierge services that help save time on routine tasks, such as picking up the dry cleaning, paying the gardener, and booking travel.

Become the trusted advisor that never misses a payment

The requests from high-net-worth clients run the gamut, from daily life errands to long-term financial planning. Many of these asks require money to be transferred, and while manual efforts might allow for a personalized offering, it isn't efficient or scalable and it can become even more cumbersome to stay on top of an increasingly growing number of requests and deadlines. Scope creep can be a common occurrence, as HNW client needs are sophisticated and complex, and they often seek to maximize the value of their current partnerships.

Firms that utilize automation technology for bill pay services impact their companies' success on two fronts: they are better serving their high-net-worth clients while also lowering costs for their firm.

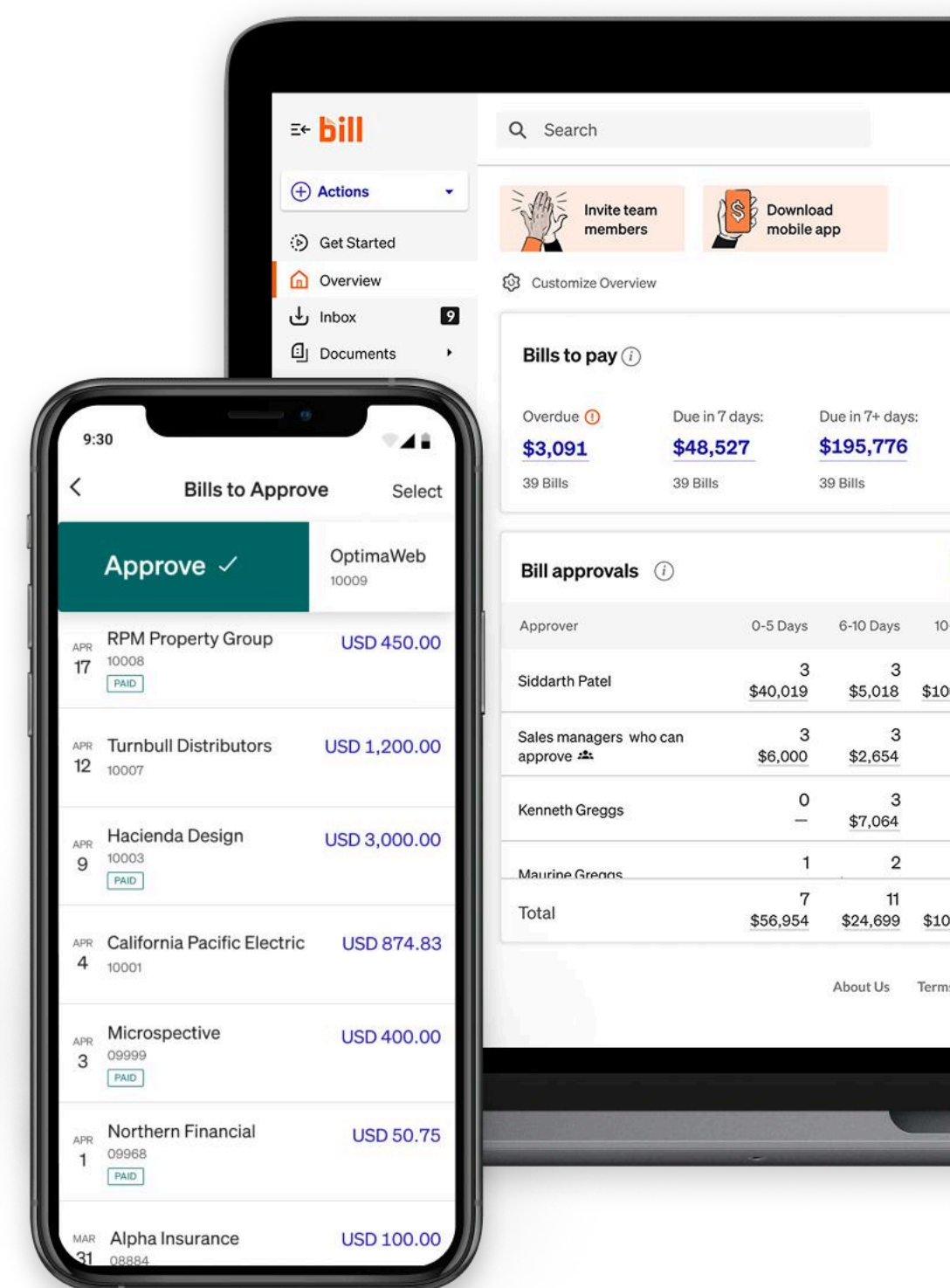
How BILL delivers value for your HNW clients:

- **Manage payments anytime, anywhere:** Our mobile app gives the freedom to review and approve in a few taps, no matter where your clients are
- **Fast payment options:** Fast payment options available to process and pay bills quickly (same-day or overnight)
- **Control and convenience:** Full transparency with complete payment audit trails and full records to quickly review any document, vendor record, or proof of payment
- **Secure data:** Secure and private platform where your banking information is private from vendors and easy access is secured by 2-step verification for your clients

Here are 4 ways BILL delivers value for your firm:

- **See everything in one dashboard:** Quickly review outstanding to-do lists and get one-click access to every one of your clients' accounts
- **Easy document storage and audit-ready trails:** Retrieve any document, vendor record, or proof-of-payment quickly and see transparent, time-stamped audit-ready trails for every transaction.
- **Collaborate in the cloud:** Eliminate the back-and-forth by working efficiently with your team in real time—anytime, anywhere.
- **Keep everything in sync:** Connect BILL with the tools you already use, including leading accounting software and other payments solutions.

Platforms like BILL that leverage artificial intelligence and machine learning bring an added advantage, as data accumulated over time transforms into added insights that trusted advisors can leverage toward making better informed decisions.



How BILL can strengthen long-term relationships

BILL's offering for wealth management firms leverages all the benefits of its automated platform while addressing the unique needs of wealth management firms including:

- **Automated accounts payable:** BILL's AI auto-enters invoice details for review, saving 50 percent of time managing clients' bill pay.* Easily route clients' bills and review notes through pre-determined approval workflows.
*Based on a 2021 survey of over 500 accounting firm partners.
- **Pay bills quickly, with multiple payment options at your fingertips.** Schedule and send payments with multiple payment options, including ACH, check, virtual cards, and international wire transfers for business payments with the ability to make same-day or next-day payments for those bills that can't wait.
- **One secure platform for ease-of-mind:** Designed with clients' security and privacy in mind, the BILL platform keeps all bank account information private from vendors by making digital payments through the BILL account. The platform also enables easy access for clients from any device or location with 2-step verification where data in transit is encrypted using industry-standard Transport-Layer Security.

BILL also offers premium support and resources, from white-glove setup and training to fast assistance when you need it. BILL also offers services in technology selection, implementation, and training.

“I don't know what I'd do without you.”

Ah, the song of success, when your client wraps up a call or a meeting with an “I don't know what I'd do without you.”

Automating bill pay is a strong way to strengthen relationships with high-net-worth individuals and families.

“ Before BILL, bill pay was something to be avoided,
now it is something to be marketed.”

Bob Jacobson, Partner, Friedman & Huey Associates LLP

Interested in learning more?

Visit [Bill.com/wealth-management](https://bill.com/wealth-management).

About BILL

BILL (NYSE: BILL) is a leader in financial automation software for small and midsize businesses (SMBs). As a champion of SMBs, we are dedicated to automating the future of finance so businesses can thrive. Hundreds of thousands of businesses trust BILL solutions to manage financial workflows, including payables, receivables, and spend and expense management. With BILL, businesses are connected to a network of millions of members, so they can pay or get paid faster. Through our automated solutions, we help SMBs simplify and control their finances, so they can confidently manage their businesses, and succeed on their terms. BILL is a trusted partner of leading U.S. financial institutions, accounting firms, and accounting software providers. BILL is headquartered in San Jose, California.

**For more information about our
wealth management offering,**

visit www.bill.com/wealth-management