

Partner Co-Marketing Toolkit

Introducing your clients to Gusto

Introduction. Here's a guide to telling your clients about Gusto. There's a lot to talk about! That's why we highlighted the most important benefits in green. In black, you'll find a list of optional benefits you can select based on your clients' needs.

What is Gusto? Gusto is our preferred partner for payroll, benefits, and HR. Loved by small businesses, Gusto makes it easy to support your hardworking team

Modern, full-service payroll

Help us help you

Gusto's smart, modern tools help us advise you as efficiently as possible

Priced for your business

No hidden fees. Gusto delivers big-company service at a price small businesses can afford

Finish payroll in minutes

Employee hours and payroll automatically synced. Taxes and forms automatically filed

Designed for you and your team

Gusto's easy-to-use dashboard makes finding payroll and tax documents a snap

- ✓ **Unlimited monthly payrolls.** Pay your team every week, or use different pay schedules for different employees – with no extra charge
- ✓ **Track time, in no time.** PTO reporting and time-off requests integrated with payroll
- ✓ **Workers' comp with no lump sums.** Set up your workers' comp policy online, then pay as you go instead of all at once
- ✓ **So much more than payroll.** Support your team with health insurance, 401(k), workers' comp, an employee dashboard, plus powerful integrations – all in one place

Benefits for every budget, integrated with payroll

Health benefits designed for your team

We'll help you make a budget. Gusto finds you the right plan or works with your existing insurance at no extra charge

Financial benefits that don't break the bank

401(k), 529 college savings, commuter benefits, life insurance, and more – all on one platform

Payroll and benefits, working together

Deductions automatically sync to payroll to save you time

- ✓ **Free administration.** Benefits administration and compliance support included with Gusto, with no hidden fees
- ✓ **Cashout.** Cashout is a free way for employees to cover unexpected expenses between paydays. Gusto handles the Cashout, you run payroll as usual.
Please also include the following language in a footnote: 'The Cashout program is issued by Sunrise Banks, N.A., Member FDIC.'
- ✓ **Less paperwork, more time.** Employees set up their benefits on a paperless online platform, synced automatically with payroll
- ✓ **Keep the plan you like.** Gusto will move your current plan over without any interruption in coverage or increase in premiums

HR tools for hardworking teams

Onboard your team like a pro

E-sign onboarding paperwork and store it online, where you and your employees can access it easily

HR Pros – on call for you

Gusto's certified experts are available to answer your HR questions

A smarter approach to PTO

Time tracking and time-off requests, accurately synced to your payroll and calendar

- ✓ **Team surveys.** Send and review anonymous surveys to get feedback from your team
- ✓ **HR library.** Keep your policies up to date with templates and best practices drafted by experts
- ✓ **Friendly customer support.** Gusto support specialists are available by phone, chat, or email
- ✓ **Stay on top of changing laws.** Gusto alerts you about new HR regulations to help protect your business
- ✓ **Employee handbook.** Work with HR pros to build an employee handbook to keep all of your policies in one place and the business on track