



## MAKING A CASE | WBENC Certification

A WBENC Certification is the most widely recognized and respected national certification for women-owned businesses in the U.S. Here's what partnering with a certified women's business enterprise can do for you...



### PROVIDE TAX INCENTIVES

The federal government offers tax incentives to those who conduct business with minority and women-owned businesses. Additionally, tax liabilities are reduced for projects funded with federal or state grants or loans when the supplier is a women-owned business.

### INCREASE PROFITABILITY & LOWER COSTS

Research conducted by the Hackett Group shows that working with a WBENC-certified business can increase profitability with as much as 130% return on investment and that procurement organizations working with diverse suppliers also spent 20% less on their buying operations.

### ALLOW FOR DIVERSIFICATION

Partnering with a WBENC-certified business allows you access to multiple channels for goods and services and offers you the ability to analyze various factors and choose what options work best for your company's needs.

### ENCOURAGE INNOVATION

Small companies often think outside of the box in order to stand out among their competitors. For us that means having compassion, courage, creativity, and doing what needs to be done. Our size allows us to be nimble, adapt easily to change, have quicker submittals, and collaborate to implement unique strategies

### WORK IN DIVERSE MARKETS

Working with a WBENC-certified company shows your commitment to diverse markets and furthering economic growth, locally. By supporting supplier diversity, your business becomes more attractive to others working with women-owned businesses.

**smartdept. is a nationwide creative, digital, and marketing talent resource** with roots in Chicago, Seattle, and Grand Rapids. We are also a WBENC-certified Women's Business Enterprise. We provide companies with freelance, contract, contract-to-hire, and direct hire candidates for on-site, remote, and hybrid opportunities. Our ability to service customers of all sizes while still taking a boutique approach allows us the best chance to cultivate the successful relationships we value.

Through certification, women-owned businesses gain access to a vast network of support, including targeted business opportunities for certified women-owned firms, increased visibility in corporate and government supply chains, education and development programs to spur growth and increase capacity, and networking and mentorship opportunities with thousands of women entrepreneurs and those who support them.

Working with a certified WBE gives you the added benefit of building relationships with other certified alliances. And by working with a women-owned business, you show your company's commitment to working in diverse markets and furthering economic growth. **Interesting, you're thinking!**

*"smartdept. has been a welcome addition to the WBDC and WBENC family. Their organization embodies so many of the unique qualities of a Women's Business Enterprise. Michelle puts a great deal of effort into furthering the relationship between smartdept, the WBDC, and WBENC by regularly attending conferences and joining several diverse associations that align with smartdept.'s recruiting goals."*

- Karen Goldner, Managing Director of Women's Business Development Center (WBDC)