

OneSimpleLoan® Finds One Simple Solution in Pinellas County

OneSimpleLoan® (OSL) plans to expand its corporate headquarters in **Oldsmar**, Florida, adding 52 new jobs paying above the average wage and retaining more than 30 existing positions. “We have been growing at such a solid rate for the past several years; I knew it was time to add staff members and reevaluate our business strategy,” explains Paul Simino, founder and president of OneSimpleLoan. “I needed to look at our business plan to determine what I could do to best serve our customers and effectively manage OSL’s growth.”

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OSL is a nationwide student loan solutions company offering complete federal and private student loans, with special emphasis on student loan consolidation. With a commitment to customer service matched by few firms in the industry, OSL prides itself on its ability to answer client questions personally, assigning each customer a student loan consultant to explain and customize the best loan package for each borrower’s individual circumstances. This commitment to customer service has fostered the firm’s steadily growing client base.

Key to OSL’s business expansion plans was Florida’s **Qualified Target Industry (QTI)** incentive, a tax refund program through the State of Florida, Pinellas County, and its local municipalities. “**Pinellas County Economic Development’s (PCED)** staff worked closely with us to ensure we understood all of the business incentives available to eligible companies creating new jobs. The assistance we received from PCED was a motivator for OSL to grow and expand in Florida,” explains Simino.

Through the QTI program, OSL will receive a \$156,000 performance-

based incentive package to remain and grow in the community, adding high-quality jobs for **Pinellas County** citizens. “We looked at a variety of locations, but expanding in Pinellas County was the best decision for our company. PCED’s commitment to economic development, and the variety of incentives offered to growing companies like ours made the decision to expand here financially feasible,” said Simino.

As with many of OneSimpleLoan’s business decisions, customer service was the underlying reason the company decided to expand its

operations. It had been outsourcing all loan processing functions to an out-of-state company, slowing response times below OneSimpleLoan’s very high standards. Simino sums up the expansion with one phrase: “Customer service. We needed to get all loan processing functions under one roof, allowing the sales team, loan processors, and management staff to review each loan application together. We’ve implemented a process that’s more efficient and beneficial for our customers.”

For more information on OneSimpleLoan, visit their web site at www.onesimpleloan.com, or call them directly at (813) 343-6500.

For more information about tools that can help your business grow, contact Pinellas County Economic Development at (727) 464-7332 or www.pced.org.

