



Kansas SBDC Success Story

## Linear Benefits



Linear Benefits, established in 2020, is a company that focuses on providing the most efficient and comprehensive insurance programs for small- and medium-sized businesses. The company aims to maximize the linear relationship between a high-quality insurance program and the success of a business. Owner Claude Aldridge has spent over 12 years, collectively, working in the insurance industry and understands the best way to leverage a business's insurance needs. Aldridge started in the insurance industry as a general underwriter, working his way up to become an analyst underwriting corporate medical plans after college. Eventually, he followed in the family legacy and worked his way to running the family business, Financial Resources of Kansas City.

Aldridge looked to the Kansas SBDC to help secure SBA funding. Vince Haworth of the Capital Access Center and Jack Harwell of the Kansas SBDC at Johnson County Community College helped guide Aldridge to find the best resources to make Linear Benefits the most effective insurance agency possible. Aldridge knew Linear Benefits was a viable business, but needed help finding the capital to bridge the gap that comes between establishing a new business and earning revenue. Haworth and Harwell took time to understand Aldridge's situation and then helped point him in the direction to finding access to capital through an SBA loan provided by a small business bank.

"[The SBDC] took the time to understand my situation and then pointed me in the direction of the Small Business Bank which I wasn't previously familiar with," said Aldridge. "This is the bank that ended up funding my SBA loan."

Learn more about Linear Benefits by visiting their website <https://www.linearbenefits.com/> or emailing [info@linearbenefits.com](mailto:info@linearbenefits.com).