

NEW YORK, NY, August 21, 2014 **/24-7PressRelease/** -- B2B Soft and Better Finance are partnering to bring the SmartPay lease-to-own payment plan to wireless retailers and their customers. SmartPay makes it easy for consumers to stay within their budget and get a smartphone with monthly payments and is now integrated with B2B Soft's Wireless Standard Retail Management Platform. More than 6,000 wireless dealers and master agents rely on it for their Point-of-Sale solution. Wireless Standard provides retailers with seamless transactions, streamlined store operations, inventory control, loss prevention, resource management, integrated payment solutions and powerful business intelligence.

Smartphones and tablets are high ticket items that are often out of the financial reach of many consumers. SmartPay helps consumers to stay on budget and still get the smartphone they need through a lease-to-own monthly payment plan.

With the SmartPay option at checkout, customers can apply in just seconds and get a smartphone for monthly payments that fit their budgets. The decision making process happens in real-time, online at the point-of-sale and is nearly instantaneous. For consumers it means there is no extended waiting period to find out if they qualify. They can get the smartphone they want, immediately, even if they have less than stellar credit when they qualify. For retailers, SmartPay accelerates the payment process and increases revenue as consumers shop for higher value items. The result is increased sales and higher customer loyalty.

"We're pleased to offer SmartPay to retailers as a Wireless Standard option," says Don Rossi, B2B Soft's VP of Sales and Marketing. "It helps to put smartphones in the hands of those who previously could not afford these devices. B2B Soft's dealers benefit greatly by obtaining incremental customers that are able to capitalize on the SmartPay lease-to-own program."

About B2B Soft B2B Soft develops innovative software solutions for wireless and general retail markets and provides consulting services that enable growth and drive business success. With over a decade of proven experience in wireless retail, B2B Soft is a leader in building enterprise point of sale solutions that improve management and operational processes while helping companies engage their customers by providing a superior customer experience.

B2B Soft's business management services include mobile POS, Real-time Web Reporting and Activation, Real-time Business Intelligence Analysis, Inventory Control, POS Transaction Processing, CRM (Marketing & Customer Service), Kiosk and Lobby Management, Employee Management, and Commission Reconciliation. Today, more than 6,000 wireless retailers rely on B2B Soft's Wireless Standard Retail Management Platform to make the business of doing business simpler and more profitable. Visit <http://www.b2bsoft.com>.

About Better Finance Better Finance, Inc. (www.betterfinance.me) is a financial technology company providing innovative credit solutions to consumers and small businesses online, in-store and via mobile.

Consumers rely on Better Finance's SmartPay, lease-to-own payment plan, to get smartphones, accessories and other high-value items. SmartPay spreads the payments over an extended term to make them more affordable. Better Finance, Inc. is based in San Francisco and was founded in 2009 by a team of experienced financial services entrepreneurs with backing from leading venture capital firms.