

**Keith Grosz**

President at BenefitBar

[Greater St. Louis Area](https://www.linkedin.com/vsearch/p?f_G=us%3A704&trk=prof-0-ovw-location)

**Background Info from LinkedIn**

[**President**](https://www.linkedin.com/vsearch/p?title=President&trk=prof-exp-title)

[BenefitBar](https://www.linkedin.com/company/1293357?trk=prof-exp-company-name)

2006 – Present (8 years)

Our goal; "make a difference" helping nonprofits of any size raise needed dollars, have positive branding and expand their exposure. NO cost to the organization or the supporters. We ask 3 questions to see if this is a perfect fit 1) do your supporters use a computer or tablet or smart phone? 2) Do your supporters do any of the following using the internet: search, shop, play games, watch video ads, take surveys, look at unique offers? 3) Does your organization need money? If you answer yes then our technology is the perfect fit.  We build a custom page with the organizations logo and access to activities your supporters already use the internet for. Now they can participate within your new page and raise money at the same time. There is nothing to download and we capture no information, your supporters simply click a button to make this page their new home page, or save it as a favorite, takes less than 10 seconds. After activating the new page, every time the supporter opens their browser they will see your logo, as well as have access to activities they can use to help them save money, as well as help an organization they care about raise money.  We never see the organizations database. There is no purchase needed. We handle all support, hosting and design.  People can help an organization generate revenue by doing what they are already doing, without writing a check or buying and selling products. Any size organization that needs money, has strong leadership, a passionate audience is a perfect fit; religious-charities-association-non profits--clubs-schools-universities-teams-etc. Basically any organization that needs money and has a passionate audience. We also help for-profit companies who want to give to charity. There is no other fundraiser this user friendly-seamless that brings residual dollars at NO cost for the supporter and the organization.  Just doing what you already do; "TOGETHER WE CAN MAKE A DIFFERENCE"

[**Co-founder**](https://www.linkedin.com/vsearch/p?title=co-founder&trk=prof-exp-title)

[Rent Research Consultants](https://www.linkedin.com/company/1293663?trk=prof-exp-company-name)

1996 – Present (18 years)

A national consulting firm, Rent Research Consultants was one of the first, if not the first to provide lease renewal, option re-negotiation services and rent reduction programs on a contingent fee bases; which individually or collectively help retailers reduce operating cost and increase profitability.  Since its inception in 1996, these services have enabled our clients to reduce occupancy related-operating costs by tens of millions of dollars.

[](https://www.linkedin.com/company/251270?trk=prof-exp-company-name)

[**VP sales and B-development**](https://www.linkedin.com/vsearch/p?title=VP+sales+and+B-development&trk=prof-exp-title)

[Tristar](https://www.linkedin.com/company/251270?trk=prof-exp-company-name)

2002 – 2005 (3 years)

Commercial real estate developers

[**Co-Founder/VP sales and B-development-international relations**](https://www.linkedin.com/vsearch/p?title=Co-Founder%2FVP+sales+and+B-development-international+relations&trk=prof-exp-title)

[ILINE](https://www.linkedin.com/vsearch/p?company=ILINE&trk=prof-exp-company-name)

1999 – 2002 (3 years)

ILine is a telecommunications service provider specializing in VOIP. My responsibilities included market positioning of iLine, sales (US and international), customer service and strategic relationship development for value-added services

[**President/co-founder**](https://www.linkedin.com/vsearch/p?title=President%2Fco-founder&trk=prof-exp-title)

[Leasehold Analysis](https://www.linkedin.com/vsearch/p?company=Leasehold+Analysis&trk=prof-exp-company-name)

1988 – 1995 (7 years)

LAI was one of the first CAM and space auditors in the US. We provided this service for both office and retail tenants. As a way to expand our reach and service, we trained others to do what we do. People could then open their own business doing CAM and Space audits in whatever city they lived in. We had representation in every major city through out North America.

[**President/Co-founder**](https://www.linkedin.com/vsearch/p?title=President%2FCo-founder&trk=prof-exp-title)

[Cost Reduction Consultants](https://www.linkedin.com/vsearch/p?company=Cost+Reduction+Consultants&trk=prof-exp-company-name)

January 1985 – December 1988 (4 years) Greater St. Louis Area

CRC helped any size company reduce their overhead expenses. We were one of the first to do this service on a contingent fee structure. We could increase a company’s bottom line faster in some cases by reducing their expenses, then they could by increasing their sales.

**Interview Questions for Keith**

**Tell me about your business.**

I’ve started 7 companies. My most successful one is Leasehold Analysis. We helped commercial tenants audit bills from landlords.

My current company is BenefitBar. Benefitbar’s first generation took us 1-½ years but became pretty successful. The goal is to help non-profits by providing technology that they could download toolbar custom made for organizations information. We now help over 12,000 non-profits raise money.

**Why did you start this? Money or passion?**

Never money. Always passion. Finding a problem and finding out how to profit. Help non-profit organizations. Expand their exposure. Building the best product.

So far there are two generations, no investors yet. But with the newest idea, I will have to find a strategic partner and will lose control.

**What is your biggest challenge as an entrepreneur?**

Not being afraid to fail. Having the ability to take the risk. Failing is part of being an entrepreneur. Biggest challenge is getting over that.

**How did you get investors?**

Cold calling and doing presentations. Most of the time bringing on people who sold and wanted to make a commission. I worked 70-8-90 hours/week.

**“When investors come in, they invest in people.”**

**Do you think my idea for Carolina Cares should be a non-profit or for-profit?**

It can be a for-profit but think through how well and improve on Chicago Cares. Technology will be the biggest expense. Hire programmers, raise money.