

How Small Businesses are Using Zelle® to Grow and Thrive



7M+

small businesses
enrolled in Zelle



3X

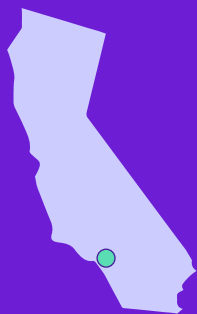
growth in small business
payment usage in just three years



average small business
transactions in 2024

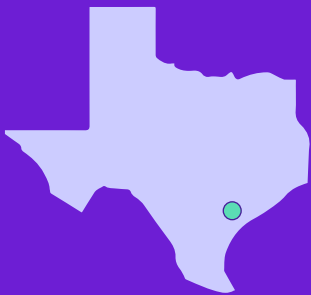
AVAILABLE IN ALL 50 STATES

A FEW EXAMPLES OF HOW ZELLE IS BEING USED BY SMBs



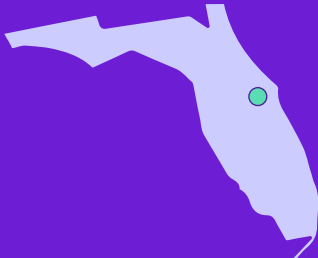
Los Angeles

Surf lessons and
fitness classes



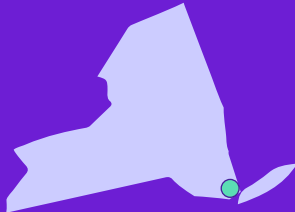
Houston

Rodeo prep and livestock
grooming services



Orlando

Local souvenirs
and transportation



New York City

Street food carts
and freelance gigs

WHEN IT'S HAPPENING



March Momentum

Peak in payments—
related to consumer spending
from bonuses and tax refunds



May–August

Summer surge in payments—
driven by tourism, seasonal
staffing, and events



Fridays & 1st of the Month

Highest payment days—
used for payroll and rent

WHAT PEOPLE ARE SAYING

"I find it pretty seamless—easier than
some of the other services out there.
Payments go right into my bank account."

— Michael B., Dog Walking Business

"Zelle can help small businesses lower costs
and build confidence by enabling fast and
reliable payments. It's a game-changer for
small business growth and operations."

— Denise Leonhard, GM of Zelle



Zelle is helping Main Street thrive—**one payment at a time.**

Visit zellepay.com to learn more