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About.com's Business & Finance Channel provides the intelligent advice, tutorials, tools and resources to make smart personal finance and business decisions.

About.com's Business & Finance Channel gives readers solid information on starting a new business, saving for retirement, buying a home or getting out of debt.

About.com is a single "point-of-contact" to help readers take control of their finances, their businesses, their lives and their futures.

What Makes About.com's Business & Finance Channel Such an Authority?

Great Guides:

All About.com Guides are experts in their fields. They're highly trained and dedicated to helping the About.com reader answer a question, solve a problem or simply learn more about a topic. So readers know their information is accurate and right-on-the money. Meet some of our About.com Business & Finance Guides:

- **Financial Planning: Jeremy Vohwinkle** – Jeremy has a diverse background in the financial industry. He has spent most of his time as a financial planner providing financial advice ranging from basic personal finance issues to specific investment advice. Currently, Jeremy works as a planner specializing in retirement plans and services a client with around 3,000 employees. Jeremy is also the author of the popular personal finance blog called Generation X Finance.
- **Small Business: Darrell Zahorsky** – a recognized expert on small business issues and trends. His background includes work as a business plan writer, a sales director of a Fortune 3000 firm and a small business owner with 20 years of business experience. He has served on The Board of Distinguished Judges at The Stevie Awards for Women Entrepreneurs and has been a judge for The American Business Awards.
- **Taxes (US): William Perez** – a true tax professional, William has worked for both the IRS and a private CPA firm. This kind of experience is hard to come by, but it's right here for the readers of About.com. He makes life a lot less taxing for a lot of people.

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- More unique users than Bloomberg.com, Hoover's Online and USAToday.com Money
- About.com's audience is younger than the other leading business sites
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- About.com extends your reach—About.com's audience has only a 2% overlap with Yahoo! Finance and 2% with MSN Money

* Source: Nielsen//NetRatings, July 2007