

FOR IMMEDIATE RELEASE

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Leverage4 Launches in Des Moines, Offering Alternative Solutions for Business Growth

Des Moines, Iowa – [12/3/24] – Leverage4, a leading broker of independent contractors, freelancers, and fractional services, is excited to announce its arrival into the Des Moines market. This innovative business model is designed to help businesses connect with top-tier talent in marketing, finance, technology, and operations, allowing organizations to pay only for the services they need when they need them.

In the current business landscape, flexibility and efficiency are essential to growth. Leverage4 offers Des Moines business owners an alternative solution to hiring and access to a wide network of skilled independent contractors and fractional service providers, providing expertise on demand for interim, short-term, or ongoing projects. Whether it's scaling up for a marketing campaign, filling a gap in finance, or boosting operational efficiency, Leverage4 is the answer to dynamic staffing needs.

"We're thrilled to enter the Des Moines business community," said Lori Gelhaar, Managing Partner of Leverage4. "Our mission is to give organizations the flexibility to move quickly in response to market changes by connecting them with expert contractors. We know Des Moines business owners, especially now and more in the immediate future, will benefit from this model by saving time, money, and resources."

The Benefits of Partnering with Leverage4:

- **Pay for What You Need:** Organizations will only pay for specific expertise and resources as required. No full-time commitment, no wasted costs.
- **Access to Top Talent:** Leverage4 provides a network of highly skilled professionals across marketing, finance, technology, and operations – and beyond.
- **A Solid Alternative to Traditional Staffing:** Whether it's for a project, interim position, or ongoing service, Leverage4 tailors solutions to meet specific business needs aside from a 40 hour/week full-time employee.
- **Expertise on Demand:** Businesses can quickly adapt to changing conditions by tapping into Leverage4's broad network of vetted, experienced contractors and fractional employees.

The logo for Leverage4, featuring the word "LEVERAGE" in blue and "4" in orange, with a small orange underline under the "V".

PROVIDING EXPERTISE ON DEMAND

As Des Moines continues to grow as a hub for entrepreneurs and established businesses alike, Leverage4 brings a unique approach to talent acquisition and project-based staffing. By eliminating the need for long-term hiring commitments, Leverage4 helps companies remain agile, competitive, and efficient.

For more information on how Leverage4 can support your business needs, visit leverage-4.com.

About Leverage4:

Leverage4 is a broker of independent contractors, freelancers, and fractional services, specializing in connecting businesses with the right resources for short-term, interim, or ongoing projects. Through a vast network of professionals, Leverage4 provides businesses with the flexibility to hire only what they need when they need it. For more information, visit leverage-4.com.