

Create the Life You Want with Guidant Financial

Guidant believes that the heart and soul of the American economy is small, local business. We've helped over 25,000 people just like you start, manage, and grow their business. With Guidant's expert team, years of experience, and range of solutions, we're here to help get you started right - and make your dreams of small business ownership come true.



Your Simple Path to Small Business Ownership

With 401(k) Business Financing, you can quickly start your small business debt-free and cash-rich, without incurring expensive tax penalties. This isn't a loan or a distribution - it's a way to reinvest your retirement funds into your business. We're the industry leader in Rollovers for Business Start-ups (ROBS aka 401(k) Business Financing).

With our range of funding options and nearly two decades of experience, you can feel confident in funding your business with us.



Your Team of Support Experts

With nearly two decades of experience and a large team of small business experts, Guidant is here to put our expertise to work for you. We put robust education and the support of our expert team in your hands. Our close partnerships with franchises, business consultants, and leading services help you access funding, find the right business for you, get a strong start and give you the confidence you need to be successful.



Your Trusted and Reliable Business Services Partner

With Guidant's wide range of business tools, we help you manage your small business so you can save time and money. Our efficient, accurate, and compliance-focused services make sure you don't have to worry about expensive mistakes. Instead, you can focus on what's important: the long-term success of your business.



You Can Count On Us to Have Your Back.

We're here for you, with everything you need for your small business under one roof. To getting you started with the right financing solution to answering your small business questions to accessing the tools you need, we're focused on your success. Starting a business can be overwhelming, which is why we're determined to help make your life easier, so that you can focus on the growth of your business.