



# Secrets to Business Credit

**Monica Main**

# Why Business Credit?

- ▶ Unsecured Business Lines of Credit and Unsecured Business Credit Cards
  - ▶ To Use for Property Down Payments Mostly
  - ▶ Can Be Used to Start or Expand a Business
- ▶ Best Commercial Mortgage Interest Rates on Investment Properties
- ▶ Save Yourself “Personal Hits” to Your Personal Credit with Business Credit Cards, Car Leases and Business Loans
- ▶ Gain Access to MUCH LARGER AMOUNTS of Credit By Using Business Credit Instead of Personal Credit
  - ▶ Banks Give Businesses LARGER Amounts of Credit vs. Much Smaller Amounts to Persons Applying, Even When Based on Personal Credit Profile/FICO Score

# Your Required Basic Foundation

- ▶ A Personal “Mid” FICO Score of 680 or Above
  - ▶ A Mid-FICO of 700 and Higher is BETTER
- ▶ No Recent Bankruptcies
  - ▶ Within the Past 5 Years
- ▶ No Recent Foreclosures
  - ▶ Within the Past 5 Years
- ▶ No Judgments or Charge-Offs
  - ▶ Within the Past 2 - 3 Years
- ▶ No Mortgage “Lates”
  - ▶ Within the Past 2 - 3 Years

Without **Good**  
Personal Credit...

It's **Pointless** to Build  
**Business Credit**

# Personal Guarantee

- ▶ Required for Loans and Credit Cards
- ▶ Expect to Have to Offer Personal Guarantees for Most Legitimate Loans, Credit Lines and Business Credit Cards
- ▶ Should **NOT** Be a Problem If You Are “Credit Responsible”
- ▶ Some Smaller Trade Lines and Credit Cards Do Not Require a Personal Guarantee
  - ▶ **These Are FAR AND FEW Between These Days**

# Why **Not** Just Use Personal Credit Instead?

- ▶ Banks and Credit Card Companies **DRASTICALLY RESTRICT** What an Individual Person Can Qualify for a Signature Line of Credit or Unsecured Credit Card
- ▶ Businesses Are **KNOWN** to **REQUIRE** Cash for Operations
- ▶ Individuals **DO NOT** Need This Kind of Money for “Day to Day” Living Unless They Are in Financial Distress
  - ▶ Banks Won’t Lend to People They Believe Are in Financial Distress
- ▶ Even Someone With an 800+ FICO Cannot Qualify for Six-Figure Signature Loans **UNLESS** They Offer Equal or Greater Collateral
  - ▶ Meanwhile Creditworthy Businesses Can **EASILY** Qualify for This Type of Money **BECAUSE** It’s Needed for Basic Business Operations

# How to Start the Process

- ▶ An Incorporated Business Entity is **Required** to Get Business Credit Started
- ▶ It Needs to Be Its Own “Entity”
  - ▶ Cannot Be a Sole Proprietorship Using Your Personal Social Security Number
- ▶ S Corporation is Recommended; NO LLCs UNLESS You Are In a Legitimate Partnership With a REAL Person
  - ▶ **IMPORTANT NOTE: All Corporations Are “Born” C Corps; To Convert A C to an S Corp, Simply File IRS Form 2553 AFTER Receiving (1) Your Corporate Resolution Paperwork and (2) Getting Your EIN**
- ▶ Must Be in Your HOME STATE
- ▶ If You Are Foreign to the United States, You Can Consider Nevada, Delaware or Wyoming
- ▶ Do Not Use an Out-of-State Corporation If You Live in the United States
  - ▶ **This Will Backfire on You!**



**This is Further  
Referred to As  
Your UMBRELLA  
Corporation**



# Some Tips

- ▶ If Your Personal Credit Needs a Lot of Work, You Can Start an S Corporation NOW and Consider Getting a Secured Business Credit Card
  - ▶ Wells Fargo Offers the ONLY Secured Business Credit Card Right Now By a Recognizable Bank
- ▶ Choose a Corporation Name That is Bland, Non-Descriptive, and Cannot Directly Identify Any Specific Type of Business
- ▶ It's Best to Have a FUNCTIONING Business That's Generating Revenues (for LATER Purposes, Will Be Described Later)
  - ▶ If You Have a Business That's Generating Revenues of ANY Kind (Especially One That's YEARS Old), Consider Getting a DBA With a "Generic" Name So You Can Use Those Revenues to Bolster Your Business Credit Building Activities

# A Quick Note About DBAs

- ▶ Stands for “Doing Business As”
- ▶ Is Filed in YOUR COUNTY
- ▶ Is Very Easy to Get
- ▶ Is Recommended If You Dislike the Company Name You Have OR Have a Functioning Company With a Specific Name
  - ▶ For Example, If Your Company Name is “Franks Flowers Inc.” Then Consider Getting a DBA ON the Corporation of Something General Like “FF Direct”
- ▶ Should Be Something You ALWAYS Get for an Operating Business as an Asset Protection Measure

# The Importance of an EIN

- ▶ Stands for Employer Identification Number
- ▶ Is the “Social Security Number” of a Corporation (Which is its Own Entity, Much Like a Person)
- ▶ Is REQUIRED for Your Company to “Be Its Own” Entity
  - ▶ Get Your EIN After Receiving Your Corporation Resolution Paperwork By Going to [www.irs.gov](http://www.irs.gov)
- ▶ Is Required to Build Business Credit Through DNB and Experian Business
- ▶ Is Needed to Open a Bank Account and to File Corporate Taxes
- ▶ Is “Tied” to You Via Your Social Security Number
  - ▶ Only Your Bank and the IRS Know You Are “Tied” to the Company EIN

# Building Business Credit Comes in 2 Options or “Levels”

## Level 1: THE EASY WAY

Very Cost-Effective to Pull  
Off But Credit Building is  
**LIMITED** to Smaller Amounts!

## Level 2: THE HARD WAY

Very Difficult, Costly  
and Time-Consuming to  
Set Up But Allows for  
Access to **MUCH LARGER**  
**AMOUNTS** of Credit!

# The 2 Credit Building Entities to Know About...

## Dun and Bradstreet (DNB)

- ▶ Requires a Fee to Set Up a Solid Credit Profile
- ▶ Becoming Less and Less Reputable Every Year
- ▶ Most Business Creditors Do Not Report to DNB
- ▶ Has a Paydex Number
- ▶ You Have to Do the Work of “Reporting” Your Creditors on Your DNB Profile

**This is  
LEVEL 2**

## Experian Business

- ▶ Just Like Your Personal Experian Credit Report
- ▶ Based on Reported Credit Under Business EIN
- ▶ Much More Reputable
- ▶ Doesn't Require a Fee to Use
- ▶ Many Creditors Report to Experian Business Automatically Without You Doing Anything

**This is  
LEVEL 1**

# The Problem with “Level 2” or Building with DNB...

- ▶ Requires a 2-Year (or Older) “Seasoned” AND Functioning Business
  - ▶ A Functioning Business Files Tax Returns Each Year and There MUST Be Financial Activity
  - ▶ Those Who Have to Purchase a 2-Year Shelf Corporation Will Have to Pay a VERY COSTLY AMOUNT OF MONEY to Do This
- ▶ Requires a Brick-and-Mortar Business Address OR a Virtual Office
  - ▶ This ALSO Requires a Phone Number That is Piped Into the Physical Location
- ▶ Requires You to Buy Their Credit-Building Service Which Ranges in Price; It’s Currently \$99 a Month and Can Run Upwards of \$12,000 for Their “Specialty” Package

Without Gross Business  
Receipts or Tax Returns...

**Gaining Access to  
Big BLOCs  
(Business Lines of Credit)  
Is Next to Impossible to Do**

**“FUN” FACT:**

Banks Have Become VERY STRICT in Lending on ANY  
Large-Sum Unsecured Loans (Personal or Business)  
Since the Near-Banking Collapse in 2008!

*Here's the Good News...*

# You Don't Need BLOCs To Get **A LOT** of Biz Credit


This is a HUGE Misconception in the  
Business Building Process!



# Here's What You'll Focus On Instead...

- ▶ Getting **Revolving Lines of Credit** (Starting VERY SMALL and Working Your Way Up)
  - ▶ A “Open” Revolving Line of Credit is DIFFERENT Than a “Closed” Loan Because It Stays Open and Even Grows in Size As You Keep Using It and Paying It Down/Off
- ▶ Getting **A LOT** of Unsecured Business Credit Cards
- ▶ Getting Trade Accounts Only WHEN You Actually Need to Use Them for Business Purposes
- ▶ Using Your Business' Credit to Get a Mortgage for Investment Properties
- ▶ And That's It! *Pretty Simple!!*





In a Nutshell,  
Here's How the “New”  
Business Building  
System Works!

Just Like With Your Personal Credit...



**You**



**Social Security #**

**Credit**



**Usage  
Reported**

# Works the Same with Business Credit...

## Your Corp



## EIN



## Biz Credit



## Usage Reported



AZ CORPORATION COMMISSION  
FILED

AS LISTED CORPORATION  
03866396

MAY 14 2012 ARTICLES OF INCORPORATION OF  
AMERICAN CHARITABLE TRUST, INC.  
FILE NO. 1761233-3

KNOW ALL MEN BY THESE PRESENTS, that the undersigned has this day formed a non-profit corporation under and by virtue of the laws of the State of Arizona, and does hereby adopt the following Articles of Incorporation:

**ARTICLE I  
NAME**

The name of this corporation shall be as follows:  
AMERICAN CHARITABLE TRUST, INC.

**ARTICLE II  
KNOWN PLACE OF BUSINESS**

The known place of business for this corporation shall be in Maricopa County, Arizona, at 13912 W. Stardust Blvd., Suite 100, Sun City West, AZ 85375, but said corporation may have branch offices and places of business at such other locations, either within or without the State of Arizona, as the Board of Directors may designate, at which places meetings of the Directors of this corporation may be held.

**ARTICLE III  
INCORPORATOR**

The name and address of the undersigned incorporator is ROBERT R. MICHAUD,  
-- address deleted --

**ARTICLE IV  
PURPOSE**

The corporation is organized exclusively for charitable and educational purposes, including, for such purposes, the active carrying out of charitable services, provided, however, the corporation may make, to a limited degree, distributions to organizations that qualify as exempt organizations under Section 501(c)(3) of the Internal Revenue Code of 1986, as amended (the "Code"), or the corresponding section of any future Federal Tax Code.

The specific and primary purposes for which the corporation is formed are to actively identify and then actively provide care, assistance, support and related services and benefits to United States citizens who are in need of assistance.

1

This is the Way It  
**SHOULD** Have Been  
For Biz Credit Building  
From **DAY ONE**

*And Now It is Thanks to  
Experian Business!*

**Good Personal Credit is  
Required to Get the Ball Rolling  
For Unsecured Business Credit**



# What is “Good” Personal Credit?

- ▶ No Bankruptcies in the Past 5 Years
- ▶ No Foreclosures in the Past 5 Years
- ▶ No Judgments and/or Charge-Offs in the Past 2 - 3 Years
- ▶ Personal Mid-FICO at 700 or Higher
- ▶ Current Accounts (Making Payments ON TIME)
- ▶ At Least ONE Auto Loan or Lease
- ▶ At Least ONE or TWO Credit Card Accounts

If You Don't Have "Good"  
Personal Credit Right Now...

**Start Fixing/Rebuilding**  
**At the SAME TIME**  
**Starting RIGHT NOW**

**Most Credit Can Be COMPLETELY or  
MOSTLY Cleaned Up Within 6 to 12  
Months...No Matter How Bad It Is!**



# In a Nutshell, At This Point You'll Need to Have...

- ▶ S Corporation in Your HOME State
- ▶ EIN
  - ▶ Employer Identification Number
- ▶ Business Street Address
  - ▶ Not Your Home Address and Not a PO Box
- ▶ Business Phone Number
  - ▶ Can Be a 2<sup>nd</sup> Cell Number or a Vonage Phone Number
- ▶ Separate Business Email
  - ▶ Can Be a Gmail or Yahoo Address
- ▶ Business Bank Account
  - ▶ Wells Fargo if You Have Poor Personal Credit
  - ▶ Bank of America if You Have Good Personal Credit

Next...

# Get a D-U-N-S Number From DNB

[www.DandB.com](http://www.DandB.com)

# If Your Business is a Year Old Already...

- ▶ Your Company Will Already Be in the DNB System
- ▶ You'll Already Have a D-U-N-S Number in Their System
- ▶ They'll Sell You on a \$99/Month Plan
- ▶ If You're NOT in Their System, They'll Sell You on a \$229 Plan (Or An "Upgraded" Option of \$599)
- ▶ GET THE FREE D-U-N-S Number
- ▶ This Can Take Months But...That Doesn't Matter At This Stage of the Game
- ▶ Also, DO NOT Get Their "Plans" (Including the \$99/Month) At This Point
  - ▶ You'll Do This Much Later On

# What to Do to Start Building Business Credit RIGHT NOW!

## Poor Personal Credit

- ▶ Get a Secured Business MasterCard from Wells Fargo
- ▶ Get a Fleet Business Gas Card
  - ▶ Chevron is Recommended
- ▶ Work on Fixing/Rebuilding Personal Credit to Exceed a 680 Mid-FICO (Ideally 700+) Before Proceeding Further

## Good Personal Credit

- ▶ Get a Costco Business American Express
- ▶ Open a Business Bank Account at **Bank of America** and Apply for Their Unsecured Business Credit Card
  - ▶ Cash Rewards MasterCard
- ▶ Apply for a SMALL Revolving Line of Credit for Your Business (Starting at \$25,000)
  - ▶ They Will Want You to State That Your Business is 2 Years Old With the Current Ownership

# Importance of “Real” Credit Accounts

- ▶ A “Real” Business Credit Card is Provided by a Credit Card Company (to Start) that Furnishes a BUSINESS Credit Card
- ▶ The Credit is Reported Directly to Your Experian Business Credit Profile By Using Your Company EIN
- ▶ This Quickly Builds Business Credit Through Experian Business Credit Reporting System
- ▶ Trade Accounts Don’t Work for This Purpose (Such As Accounts with Uline.com, FedEx, Etc.)

**And “Real”  
Credit Cards  
Are Required to  
Build Business  
Credit FAST!**



# My Business Credit Card Recommendations

- ▶ American Express (Costco Business AMEX)
  - ▶ You MUST Go to Costco IN PERSON to Get This Card
- ▶ CitiBusiness
  - ▶ Offers Some of the HIGHEST Credit Limits for Business
- ▶ Bank of America Platinum Plus
  - ▶ Also Offers Some of the HIGHEST Credit Limits, Especially to New Business
- ▶ Chase Ink Business
- ▶ Capital One Sparks Business
  - ▶ The WORST Business Credit Card, Offering the LOWEST Credit Limits
- ▶ Discover Business
- ▶ US Bank
  - ▶ Also Provides Low Credit Limits But Is MUCH BETTER Than Capital One

# A “Trick” With American Express



**Get the First Costco Business  
American Express Card, Use It for 6  
Months, Then Call AMEX to Get ANY  
OTHER CARD You Want Thereafter As  
a Second AMEX; I Suggest the Delta  
AMEX (Business Version) If You Fly A  
Lot OR Their Blue or Plum Cards**

AMEX Keeps Your Profile In Their System and Will Give  
Additional Cards Based on Payment Performance of the First  
Card; Costco AMEX Business Card is the Easiest AMEX to Get



# Again, Start with the Costco Business AMEX

There Have Been MANY LAZY STUDENTS Who Try Applying for a Business AMEX Online and They Are DECLINED; This is What They Get for NOT Following Instructions! Get Off Your Ass, **GO TO COSTCO PERSONALLY**, Go to Membership Services, and Apply for the Costco Business AMEX Card!

Once You're "IN" With AMEX, You're IN for Life!! You Can Get Any AMEX Card You Want Thereafter Every 6 to 12 Months!

# A Word of Caution About Getting a “Regular” AMEX...

- ▶ The “Original” Set-Up for AMEX Was to Pay the Balance Off Every Month
- ▶ Later They Introduced a More Revolving Credit Style of How Credit Balances Are Handled, Exactly Like Every OTHER Type of Credit Card Out There
- ▶ Still, AMEX Has Their Original Cards Where the ENTIRE Balance Must Be Paid Each Month on Its Due Date
- ▶ This Gives LESS Flexibility for a Business Owner; This is Why I No Longer Use My Platinum AMEX Card and Why You Should NEVER Apply for One When Given the Chance
- ▶ Stick With Other AMEX Cards That Allow You to Carry a Balance IF You Need to!



# You'll Be Focusing on Building with Experian Business

- ▶ Unlike Using the DNB System, Experian Business is Built AUTOMATICALLY Simply By Using Business Credit Cards and a Small Revolving Line of Credit
- ▶ All Credit Activity is Reported Through the Credit Bureaus
- ▶ It's Build Through LOTS OF ACTIVITY and TIME, Just Like With Personal Credit
- ▶ Once You Get a Strong Handle on Building Through Experian Business (With Multiple Unsecured Business Credit Cards and a Small Revolving Line of Credit), Only THEN Should You Start Building with DNB (Dun & Bradstreet)

# Secrets of Revolving Lines of Credit

- ▶ Most Banks Will Want to See That Your Business is AT LEAST 2 Years Old
- ▶ Until Your Corporation is 2 Years Old, You May Not Be Ready for This Option
- ▶ A “Small” Line of Credit is \$25,000
  - ▶ Wells Fargo Offers Lines of Credit as Low as \$10,000
  - ▶ Smaller Lenders Online Will Offer Smaller Amounts
- ▶ Most Banks Will Want to See Collateral for Lines of Credit At or Above \$100,000
  - ▶ They’ll Also Want to See Company AND Personal Tax Returns
- ▶ Start With the Smallest Allowable Amount Then INCREASE As Time Goes On
- ▶ Awesome Thing About Revolving Lines of Credit is That It’s ALWAYS Available As Long As You Keep Paying It Off
- ▶ Increasing It As You Show Credit Worthiness is MUCH EASIER Than Going Out for a \$100,000 BLOC Right Off the Bat

# How to Use Unsecured Credit Cards As Liquid CASH...

- ▶ You'll Have Access to MUCH HIGHER Credit Limits When You Apply for Business Credit Cards Than You Will for Personal Credit Cards, Even With the SAME Personal FICO Score
  - ▶ Be Sure to Tell the Bank What Your PROJECTED Business Income Will Be Instead of Your ACTUAL Business Income When Applying
- ▶ Getting Unsecured Business Credit Cards is MUCH EASIER Than Getting Business Loans or BLOCs
  - ▶ Even Though Both Are Unsecured, There is Much More Red Tape Attached to BLOCs and Business Loans
- ▶ When You Get Unsecured Business Credit Cards, You CAN Access Liquid Cash

**Here's How...**

Two Ways...

Using PayPal

and

Using “Convenience”  
Checks from Credit Cards

# “Convenience” Checks Can Be Expensive So...

- ▶ PayPal is a **MUCH** Better Option to Save on Fees and Higher Interest Rates
- ▶ If You Have a Merchant Account for Your Business, You Can Use This As Well; Simply Charge Your Own Credit Card
- ▶ For a PayPal Account, It's Best to Have a Separate Account, Preferably That of a Spouse or Other **Trusted** Family Member
  - ▶ This Person Will Send a “Money Request”
  - ▶ You Can Also Send This Person a “Gift”
  - ▶ It is Charged to Your Business Credit Card Just Like Any Other Charge
  - ▶ The Cash is Deposited Into the PayPal Account Which Can Then Be Transferred Into a Bank Account You Can Access
  - ▶ It's Not Any More Complicated Than That!

# How to Save Yourself Thousands of Dollars in PayPal Fees!

- ▶ Typically PayPal Will Charge 2% to 3% in Fees; By Using Their Limit of \$10,000, That's \$200 to \$300 in PayPal Fees to Tap Your Business Credit
- ▶ There's a Little-Known PayPal "Fee Aversion" Trick Called PayPal Business Payments
- ▶ Instead Have Your "Trusted" Partner Set Up An Account Through Freshbooks (at Freshbooks.com)
- ▶ They Will Also Set Up Their PayPal Account With Them
- ▶ PayPal Transaction Fee: Only 50 Cents Per Transaction
- ▶ Freshbooks Fee: They Charge \$19.95 Per Month, Offering the First Month Free
- ▶ An Alternative Company is Harvest (GetHarvest.com) Which Offers the Same Set-Up As Above Except That It's **Only \$12 Per Month** Instead of \$19.95 Per Month



# Most People Don't Understand This Type of Leverage...

- ▶ You Can Get a **TON** of Unsecured Business Credit Cards With Good Personal Credit, Even With a NEW Business
- ▶ Right Off the Bat, Most People Can Get About 3 to 5 Unsecured Business Credit Cards, Totaling \$50,000 to \$75,000
  - ▶ Instead, People Falsely Assume They Have to Get BLOCs or Loans to Gain Access to This Type of Liquid Business Cash
- ▶ To Know How to Convert That Into **QUICK LIQUID CASH** is a Powerful Form of Financial Leverage
- ▶ You Can Then Use This Cash for Down Payment Funds

Back on Track...

**Experian Gets Built **By Itself****

**But...**

**DNB You Have to Build**

# When - and ONLY When - You Fit the Following Criteria is When You Can Begin Building DNB Credit...

- ▶ You Have a Personal Mid-FICO At or Higher Than 720
- ▶ You Have an S Corporation That is 2 Years or Older
- ▶ Your Corporation Has Filed Taxes for the Last 2 Years
- ▶ There is Gross Receipts Filed on Those Returns (And Not Just Showing \$0) for Those Last 2 Years
  - ▶ **There MUST Be SOME Profit in Those 2 Years**
- ▶ You Have Decent Personal Tax Returns Filed for the Past 2 Years (Meaning That You've Shown an Income of \$50,000 MINIMUM)
- ▶ You Have a MINIMUM of 3 Business Trade Accounts (Which Do Not Include Credit Cards)
  - ▶ This Includes Vendors Such As Uline, Printers, Shipping Companies, Etc.

# How DNB Works

# Get a **DNB** Profile Set Up

**D&B**  
Decide with Confidence

D&B Registered Member Since: 28-06-2009  
**D&B Registered™ Profile**

**Corporate Information**  
Entity Name: Sample India Limited  
Business Address: 1018, Sector 71-B  
Chandigarh, 160022, India  
Tel: +91(172)2798820  
Fax: +91(172)2798822  
Contact Person: Mr. Sankar Sharma, CEO  
Current Website: [www.sampleindia.com](http://www.sampleindia.com)  
Email: [sample@sampleindia.com](mailto:sample@sampleindia.com)  
Former Name: Sample India Inc  
Start Date: 01-01-2003  
Group Name: Sample India Group Inc

**Business Information**  
Employee Range: 200-250  
Line of Business: The Company is engaged in manufacturing gears, shafts, coupling sleeves and other precision machining components.  
SIC Codes:  
37140208 - Gear, motor vehicle  
35689905 - Shafts, flexible

**D&B Information**  
D&B D-U-N-S® Number: 999999999  
Credit Report Availability: Available

**Key Management**  
Mr. Mangal Ram  
Managing Director

**Registration Information**  
Legal Structure: Public Limited Company  
Date of Registration: 1997  
Registration Number: 14579  
Paid up Capital: (2008) INR 1,000,000

Click to purchase a business report for this company  
To know more about D&B Online

# Start Your Profile with 3 Trade Accounts

## Then Keep Adding Trade Credit Accounts

Any Business Credit Card or Business Loan That Asked for Your D-U-N-S Number **SHOULD** Automatically Report All Credit Activity to DNB Without You Having to Painstakingly Add It to Your DNB Profile

# Use Your Accounts and PAY Your Accounts On Time



# Build Paydex Score to 85+





**Seasoning and  
Consistency is  
the **Key to**  
**Success****

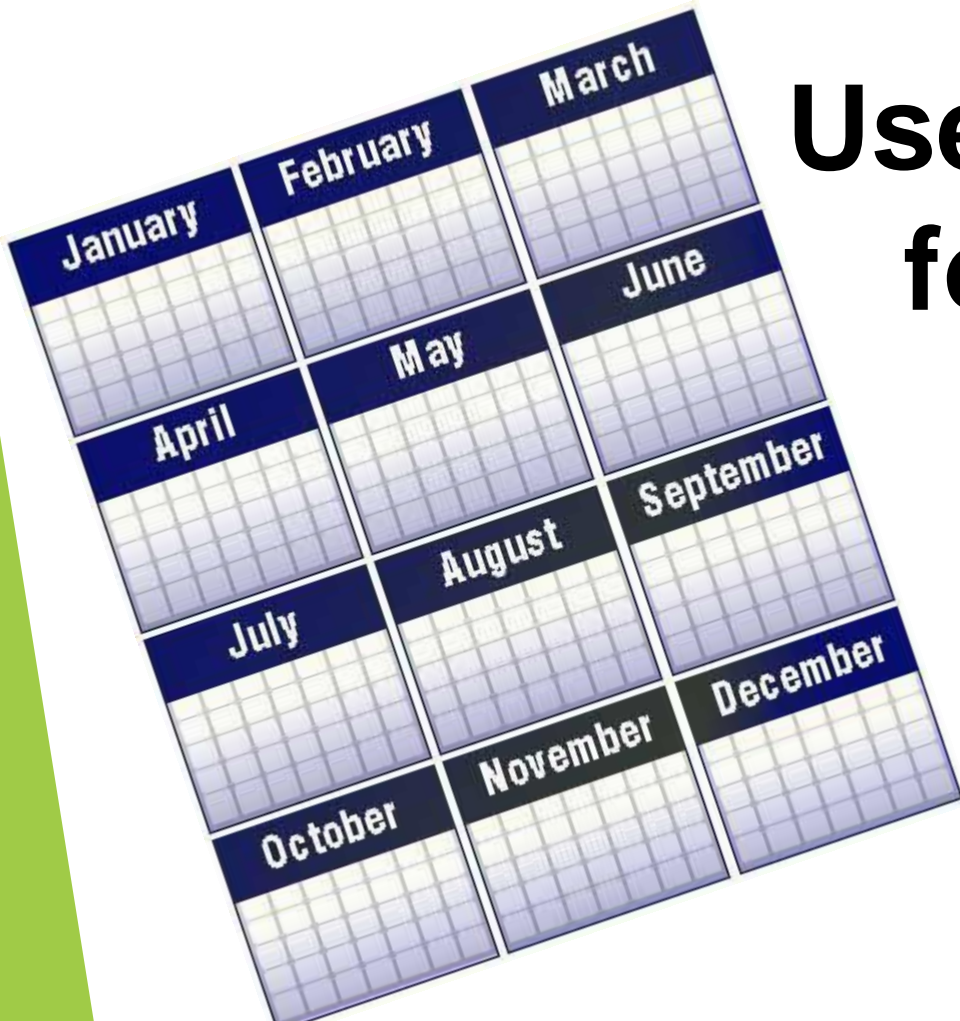




**Best Method:**  
**Stick With Experian**  
**Business Building Model**

Get Your 1<sup>st</sup> S Corporation  
Then...

**Get 3 to 5 Unsecured  
Business Credit Cards**

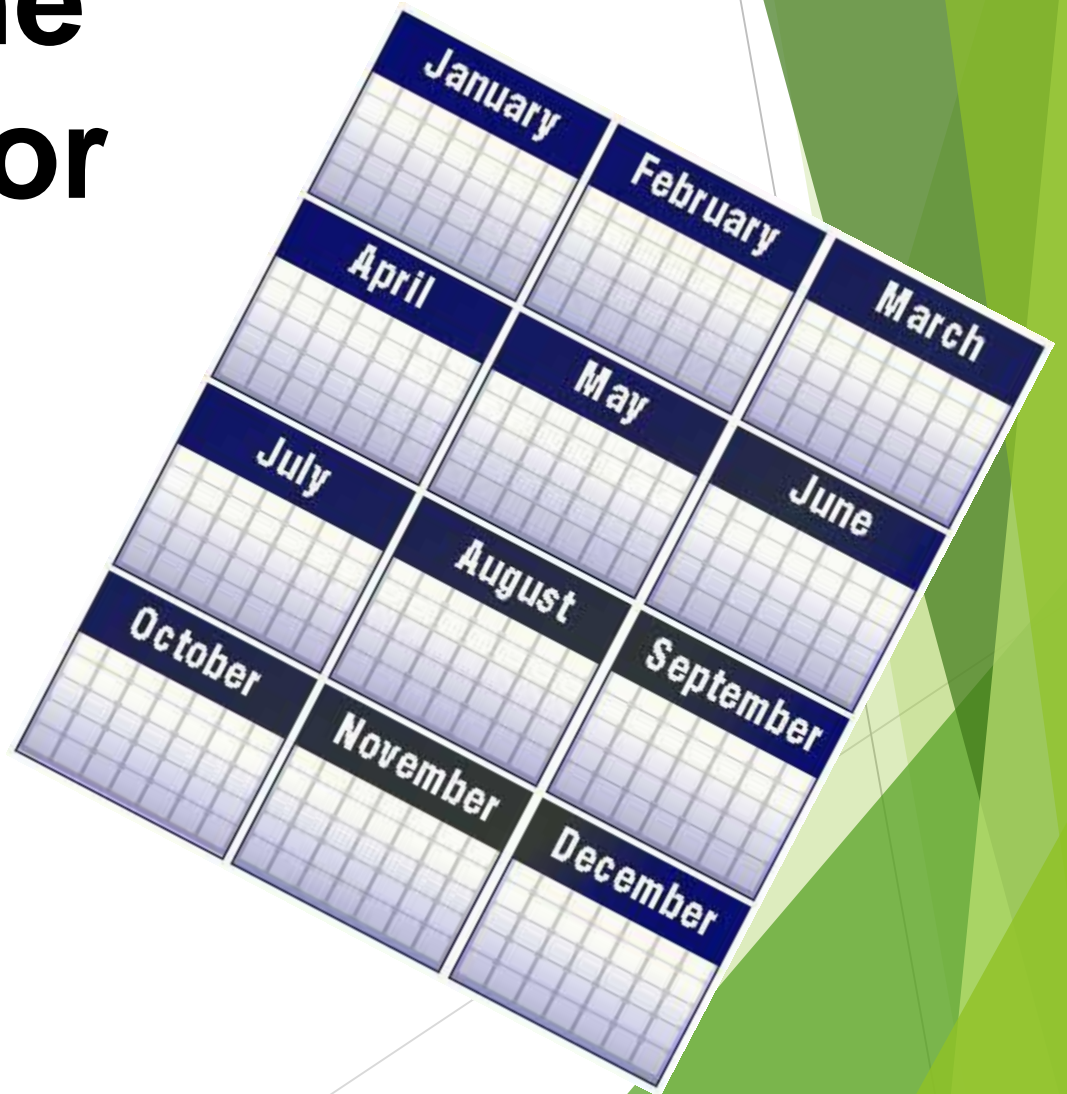


**Use the Credit  
for 6 to 12  
Months**

Start a 2<sup>nd</sup> S Corporation  
Then...

**Get Another 3 to 5  
Business Credit Cards**

**Repeat the  
Process for  
6 to 12  
Months**



# How to Use Your Corporation to Buy Real Estate





**Your Umbrella “Credit”  
Corporation Will NEVER  
Own Any Property**





**Umbrella S  
Corporation** in  
HOME STATE with  
Built Business Credit



You

**2 Entities in the  
Property LLC:**  
Umbrella S  
Corporation and YOU

Property in Which  
You'll Form an LLC in  
the State Where the  
Property is Located



# Why This Set Up?

- ▶ Credit to Buy the Property Will Come From BOTH You and Your Umbrella S Corporation
  - ▶ Better Credit = Best Mortgage Interest Rates
- ▶ Property LLC Must Have 2 Entities in Order to Be IRS Compliant
  - ▶ IRS No Longer Recognizes a “Single-Member” LLC and Will Not Allow You to File As Such When Tax Time Comes Around

# Before Setting Up With DNB, You Need:

- ▶ S Corp or LLC
- ▶ EIN
- ▶ Business or Virtual Office Address
- ▶ Business Phone Number
- ▶ Business Email Address
- ▶ Toll-Free Number (Optional)
- ▶ 3 Trade Accounts Up and Running for 30+ Days

If You Have EXCELLENT  
Personal Credit Now and  
You're Ready to Build a  
DNB Profile But Don't Have  
a 2-Year Seasoned S Corp...

Get a 2-Year  
“Shelf” Corporation

# DNB Rules About Your Business Address (That Don't Apply for Experian Business Building)

- ▶ Best Business Address is a “Brick and Mortar” Address
  - ▶ If You Can “Piggyback” Off Someone Else’s Business Address, DO IT!
  - ▶ Just ADD a Business Phone Line to that Address (Even If You NEVER Use It) Under Your Company Name
    - ▶ You Can Always Permanently Have That Phone Line on “Forward” to Another Phone
- ▶ Second Best Option is a Virtual Office Address
  - ▶ Choose a Virtual Office That Has a BLEND of Business by Doing a MapQuest.com Search
    - ▶ DNB Will Do This EXACT Search
- ▶ **DO NOT** Use Your Home Address (Same Applies for Experian Business)
- ▶ **DO NOT** Use a Post Office Box Address (Same Applies for Experian Business)

# DNB Rules About Your Phone Number:

- ▶ No More Magic Jack (Can Be Used for Experian Business)
  - ▶ No Longer Works
- ▶ No Vonage (Can Be Used for Experian Business)
  - ▶ Doesn't Work Anymore Either
- ▶ You Need a REAL Business Line
- ▶ No "Voice Mail" Line Either
- ▶ No Cell Phone Line (Can Be Used for Experian Business)
- ▶ You Can Have a REAL Business Line in Your Virtual Office
  - ▶ You Can Always Forward This Line ANYWHERE

# DNB Rules About Your Email Address:

- ▶ Shows “Professionalism” in Your Organization
- ▶ You Can Get a Domain Name and Email Address from GoDaddy.com
- ▶ Should Have a “Neutral” Email Such as **Info@YourCompany.com** or **CC@YourCompany.com**
- ▶ You Should Forward This Email to ANY Other Email You’d Like

# DNB Rules About the Toll-Free Number:

- ▶ This Will Enhance Your Credibility (But Is Optional)
- ▶ An “800” Number is Best
  - ▶ Get an Ugly Number
- ▶ You Can Get a Toll-Free Number for \$5/Month Instantly at [www.Kall8.com](http://www.Kall8.com)
- ▶ You Can Forward This Toll-Free Number Anywhere
  - ▶ Make Sure You Forward It Somewhere Where Someone Will Answer the Phone LIVE with Your Company Name



## Standard 800 toll free numbers

Select a number from the list below. To change number lists, choose a different number category from the column on the left. The numbers listed below are \$5 to set up and \$5 per month. [Per Minute Rates](#)

### 800 Numbers

800-218-5492	800-536-4517	800-820-8646
800-340-6798	800-546-7128	800-829-3721
800-343-9251	800-546-8627	800-853-0632
800-347-3856	800-549-4763	800-890-2481
800-351-2039	800-581-5713	800-906-5978
800-351-6324	800-591-8046	800-928-1930
800-354-2182	800-624-2107	800-959-4563
800-381-4579	800-628-0954	800-959-5396
800-397-7617	800-648-7217	800-965-0904
800-439-3254	800-651-8518	800-965-3572
800-469-7108	800-656-5892	800-965-4285
800-475-3186	800-659-3578	800-965-5179
800-476-5675	800-671-6896	800-965-9668
800-497-8182	800-719-4808	
800-506-3972	800-723-5642	
800-530-8524	800-761-4854	
800-535-5790	800-763-8396	
800-536-0915	800-792-0319	

# Rules About Your Profile:

- ▶ Use a Business Address...**ALWAYS**
  - ▶ Don't Put Your Home Address in Then Later Change It
- ▶ Use a Business Phone Number
- ▶ Make Sure Your Annual Gross Revenues are Accurate
  - ▶ Gross Revenues Under \$1,000,000 Per Year Unless You Can Prove Otherwise
    - ▶ Keep Dollar Amounts “Odd” Rather Than Exact
- ▶ Make Sure You Keep Your Operation “Reasonable”
  - ▶ Employees Under 10
  - ▶ Keep Your “Start” Year Exact to Your Corporation Start Year; Hopefully It's 2 Years Old or Older

# Recent DNB Findings:

- ▶ Need \$229 Option to Go to an “Active” Status
- ▶ Need \$99/Month Program to Add in Trade References
- ▶ Will Take a “Few Days” to Give the Company a Paydex Score
- ▶ Can “Buy” Additional References...But I’m Waiting for Now
- ▶ Make Sure You Can Answer THESE Questions...
  - ▶ Company Ownership (You...or You and a Partner?)
  - ▶ Your Title (You Are ALWAYS the CEO)
  - ▶ Your Address and If It’s a “Commercial” Location (YES!)
  - ▶ Size of Building/Unit
  - ▶ Who Do You Sell To? (Wholesalers, Retailers, General Public?)
  - ▶ Number of Employees INCLUDING Yourself
  - ▶ **PROJECTED INCOME!!!** (*I Said \$2.3 Million for 2015*)

# Other Business Credit Resources:

- ▶ Experian Credit
- ▶ Equifax Credit
- ▶ TransUnion Credit

**All Now Allow for  
Business Credit Reports  
Using Your EIN**

The Only One With  
Credit Access is...

**Experian Business**

Receive summary of business registration, collections payment and UCC filings on multiple companies. [Read more.](#)



>> [See sample report](#)

**Designed for business professionals**

## ProfilePlus<sup>SM</sup> Report

- \* Get detailed listings of company registration info, trade and payment trends, days beyond terms, full UCC filings with liens and judgments.
- \* Includes the Experian Credit Score! Perfect for evaluating suppliers, customers or partners.
- \* An industry report is available for this location on the next screen.



>> [See sample report](#)

**\$49.95**

**Purchase report**



## CreditScore<sup>SM</sup> Report

- \* Receive summary of business registration, collections payment and UCC filing information.
- \* Includes the Experian Credit Score to help you quickly determine the creditworthiness of the company.



>> [See sample report](#)

**\$34.95**

**Purchase report**

# Business Credit Cards & Accounts for Both Experian and DNB:

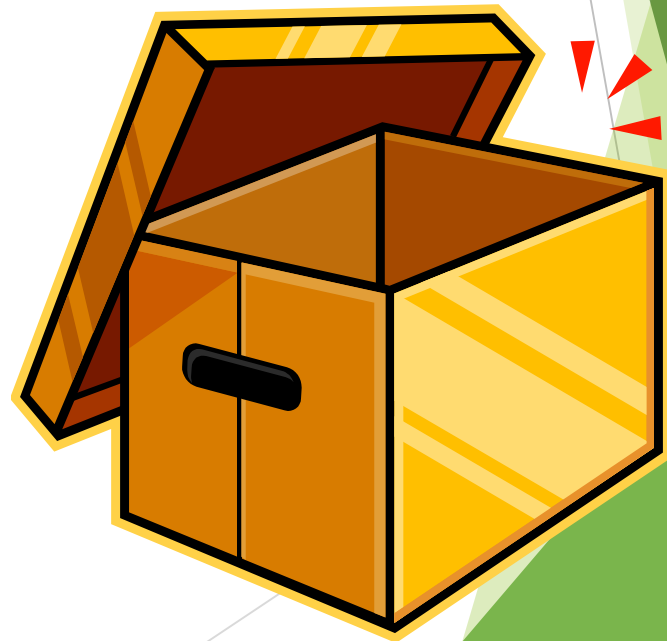
- ▶ Office Depot
- ▶ Staples
- ▶ Office Max
- ▶ Capital One Business
- ▶ CitiBusiness
- ▶ American Express Business
- ▶ Discover Business
- ▶ Gas Cards
  - ▶ Chevron, Shell, 76, etc.
- ▶ [CSI-BusinessMastercard.com](http://CSI-BusinessMastercard.com)



# Business Credit Cards & Accounts

Only DNB:

- ▶ Uline.com
- ▶ FedEx
- ▶ UPS
- ▶ Quill.com





# Accounts Not Accepted by DNB or Experian Business:

## ▶ Utilities

- ▶ Water, Gas, Electric, Etc.

## ▶ Phone

- ▶ Including Vonage, AT&T, Cell Phone, Etc.

## ▶ Answering Service

- ▶ This Falls Under the “Phone” Category

Any Questions?

