

Be The Finance & Credit Expert

Closing Tools: What business owner's don't know will help you close ...

In this document we are providing you with six (6) of the top "Educational and Closing" topics with bullet talking points. If you know these six with their seven talking points you will be "the expert" in almost all conversations, webinars, elevator pitches, or client closing sessions. You will definitely know more about business credit and financing than 99% of the people in the room.

Corp Only Financing

To secure true business only bank and cash credit card financing your business must have and maintain:

1. At least 10 reporting business credit trade-lines.
2. Business credit scores of 70 or above with all three agencies.
3. All twenty (20) items of Lender Compliance completed.
4. A minimum business Bank Account Rating of a "Low 5".
5. Established comparable credit to the amount requested.
6. A business entity type LLC or Inc, not sole prop or partner.
7. A verifiable business presence; local , national and 411.

Lender Compliance

There are 20 items of Lender Compliance that will get your business viewed as a high risk of default if not completed. Some of those are:

1. Not having a business entity either LLC or INC.
2. Operating from a non-business location (Home or PO Box)
3. Operating solely from a listed cell phone number.
4. Operating from a free email account, @gmail, yahoo, etc.
5. Not having a business website and local directory listings.
6. Not having open business credit reporting files with all 3 agencies.
7. And 14 more items that are easily and often overlooked.

Business Credit Building

Your business needs to have 70 or higher scores with all three major business credit reporting agencies. To do that you need to make sure that your business:

1. Is listed correctly with all 3 major agencies.
2. Has at least 10 credit reporting trade-lines.
3. Has at least 3 credit reporting revolving accounts.
4. Has at least 2 credit reporting installment accounts.
5. Pays all its credit accounts at least 10 days before due.
6. Verifies that all creditors are reporting on legal name.
7. Has all 20 items of lender compliance completed.

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Obtaining Cash Type Business Credit Cards

When seeking cash type business credit cards (Visa, Mastercard, Discover, Amex) it is important to realize that these will be personally guaranteed by the business owners and as such based mainly on the business owner's personal credit. The general approval guidelines for business credit cards are:

1. FICO 8 credit scores generally in the 700 and up range.
2. Having at least one aged revolving account of \$5,000 or more.
3. Having revolving balance to limit of no more than 45% per account.
4. Having a stated income of at least \$50,000/yr (\$150,000+/yr optimal).
5. Having a current debt to income ratio of no more than 40%.
6. Having no more than 3 recent credit inquiries in last 90 days.
7. Having no open lates, collections, judgments, or public records.

Key Elements In Business Financing

Having ongoing access to business financing is all about attention to detail and maintaining in good order all the things business lenders will look at for approval. Some of those key elements are:

1. Having all 20 items of lender compliance completed at all times.
2. Maintaining business credit scores with all 3 agencies at 70 or above.
3. Keeping your business entity and EIN tax status in good standing.
4. Maintaining your business presence with website, local listings, and 411.
5. Obtaining and maintaining a minimum of 10 reporting credit trade-lines.
6. Having the owner's personal credit scores stay above 700 FICO 8.
7. Keeping your business bank rating all times at a low 5 or higher.

Business Setup For Success

Most business owners do not setup their business correctly from the beginning with some of the first easy steps being:

1. Form and file a business entity either LLC or INC, never sole prop or partners.
2. File for your federal EIN and all applicable local and state licenses.
3. Open your business bank account with correct legal filed name.
4. Have phones, emails, and physical address that are business not personal.
5. Create a business website and get linked on top 40 local directories and 411.
6. Open business credit files with at least 10 credit reporting trade-lines.
7. Pay bills early, maintain a low 5 bank rating, and create 70 or higher scores.

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Bonus Items

Paying Any Business Bills With Credit Cards

As a business owner did you know that you can pay any bill with your business credit cards just like you would using cash? That means you can pay contractors, payroll, rent, utilities, vendors, inventory, etc. with the business credit cards that we will help you obtain.

As a business success system member not only will we help you obtain financing and business credit cards but we will also provide you with services that will let you use your business credit cards to pay any of your business bills.

It Is Almost Never Just One Loan

As a business owner it is natural to say “I need \$200,000 in financing”, when in reality finding a single lender who will lend \$200,000 is extremely difficult, makes your chances of qualifying much smaller, and places much more risk on that single lender. The better question is “what do you need the money for” which then allows for the method of funding to be broken down into segments.

For example;

1. \$50,000 in a credit union term loan that is easy to qualify for.
2. \$50,000 spread over 5 or 6 credit cards that are easy to qualify for.
3. \$50,000 in equipment financing that is also easy to qualify for.
4. And \$50,000 in vendor financing for needed products & services.

In this example the end result is the same \$200,000 that you wanted and in a form that is much easier to qualify for with a very high probability of approval. For the lenders their risks are much smaller and therefore their approval guidelines are much lower, and their terms more liberal. Win-win.

Use Your Business Success System To Study

Included with your private label is a fully activated demo account (demo123/demo123). We strongly suggest you go through each step of the system and watch each virtual coach video. This will give you direct first hand knowledge of how your system works and has the ability to make you a business credit and finance expert.

Once you have studied the material and watched all the videos in the system you will be able to answer almost any question that your clients or prospects throw at you. You will be the expert that commands attention at business meetings, seminars, webinars, and one-on-one with clients. Your client base will be impressed by how much you know and how much you and your system can help them.