

# Strategy To Earn \$15,000+ Per Client

The following describes what we believe is the best plan for maximizing quick funding for your small business owner clients including startups. This strategy will place them on the radar of all business lenders, jump start their business credit, and can lead to \$15,000+ in revenue to you from a single client.

## Let's Jump Into The Steps ...

### **Step 1 - The Success Scan**

You want to begin by having your clients run a business success scan on your private label site. This will help you establish what your clients should take care of before you take them out for any type of funding.

### **Step 2 - Credit Analysis**

You will need to obtain a current copy of all the business owner's personal; credit reports. With this you are going to run a UBF Funding Estimator report which is found in your "Member Search" area and by accessing the pencil icon on the right of the Member's record. Here you will simply answer the questions from the Estimator to generate a funding score which then associates to an estimated funding range.

Any items that the Funding Estimator indicates are alert items should be addressed and fixed prior to taking your clients out for funding. The optimal funding range score is an 80+ with the business owner's personal credit FICO scores being in the 720+ range.

Key factors are going to be having less than 45% debt to limit on all revolving (credit cards/credit lines) with the optimal being 15% to 19% (Not 0%), less than 3 recent inquiries (last 90 days), and stated projected combined gross income from all sources (business, personal, household) of \$150,000+.

### **Step 3 - Credit Union \$30,000 To \$90,000 Signature Term Loan(s)**

Once your clients have passed the credit analysis step, the next place to take them is to the Credit Unions. Here you are going to want them to first get their credit union membership and then open a personal account. Once that is done have them apply for a \$30,000 "Signature Term Loan".

These will be a personal unsecured loans where typically the funds are deposited into their new credit union account within 48 to 72 hours. Make sure your clients apply only for the fixed rate and fixed term loan and that they do not apply for a credit line or any credit union credit cards at this time.

**Credit Unions have an "Exposure Limit"**. This is usually \$30,000 within the first 90 days of membership from all accounts combined, meaning your client can get a combined \$30,000 from a credit union term loan, credit card limit, line of credit, and debt consolidation loan. If your clients wants \$10,000 to pay down other credit cards it is best to use the credit union debt consolidation loan as credit unions like these. This \$10,000 loan would then cut into the \$30,000 Exposure Limit leaving an additional \$20,000 available for the term loan. If you apply for \$50,000 on day one of membership, even though the credit union states that is their max limit, your client is likely to get declined. Get approved for \$30,000 first and then come back after 90 days and apply for more.

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Most credit unions only do a hard credit pull from one agency and not all three. Therefore the credit union signature loan process can be used to obtain multiple \$30,000 term loans from different credit unions that are pulling credit reports from different reporting agencies. This can mean obtaining \$90,000 or more for your client while at the same time only ending up creating one credit inquiry on each report. We have seen six (6) of these loans done where it is two from each credit pull type but we don't recommend it.

Another good feature of the credit unions below is that they will use the same credit report for up to 30 days to do a second or third loan approval. What this means is that you could do a credit card, debt consolidation, and term loan all on the single credit pull and only have the one inquiry on the one report.

**The following credit unions are known to do this program and only pull a single credit report:**

Unify Financial Credit Union	<a href="https://www.unifyfcu.com/">https://www.unifyfcu.com/</a>	<a href="https://www.unifyfcu.com/personal-loans">https://www.unifyfcu.com/personal-loans</a>	877-254-9328	Hard pull single Equifax
NIH Federal Credit Union	<a href="https://www.nihfcu.org/">https://www.nihfcu.org/</a>	<a href="https://www.nihfcu.org/personal-loans/#Personal-loans">https://www.nihfcu.org/personal-loans/#Personal-loans</a>	855-852-4748	Hard pull single Equifax
State Employees Credit Union	<a href="https://www.ncsecu.org/">https://www.ncsecu.org/</a>	<a href="https://www.ncsecu.org/PersonalLoans/TermNotes.html">https://www.ncsecu.org/PersonalLoans/TermNotes.html</a>	888-732-8562	Hard pull single Equifax
Langley Federal Credit Union	<a href="https://www.langleyfcu.org/">https://www.langleyfcu.org/</a>	<a href="https://www.langleyfcu.org/personal-loan">https://www.langleyfcu.org/personal-loan</a>	800-826-7490	Hard pull single Equifax
Justice Federal Credit Union	<a href="https://www.jfcu.org/">https://www.jfcu.org/</a>	<a href="https://www.jfcu.org/PersonalLoans">https://www.jfcu.org/PersonalLoans</a>	800-550-5328	Hard pull single Equifax
AOD Federal Credit Union	<a href="https://www.aodfcu.com/">https://www.aodfcu.com/</a>	<a href="https://www.aodfcu.com/signature-loans/">https://www.aodfcu.com/signature-loans/</a>	800-637-0299	Hard pull single Equifax
First Tech Credit Union	<a href="https://www.firsttechfed.com/">https://www.firsttechfed.com/</a>	<a href="https://www.firsttechfed.com/borrow/personal-loans/unsecured-personal-loan">https://www.firsttechfed.com/borrow/personal-loans/unsecured-personal-loan</a>	855-855-8805	Soft credit pull HP on approval TransUnion
Alliant Credit Union	<a href="https://alliantcreditunion.org/">https://alliantcreditunion.org/</a>	<a href="https://www.alliantcreditunion.org/borrow/get-a-credit-union-personal-loan">https://www.alliantcreditunion.org/borrow/get-a-credit-union-personal-loan</a>	800-328-1935	Hard pull single TransUnion
PSECU	<a href="https://www.psecu.com/">https://www.psecu.com/</a>	<a href="https://www.psecu.com/loans/personal-loans">https://www.psecu.com/loans/personal-loans</a>	800-237-7328.	Hard pull single Experian
NASA Federal Credit Union	<a href="https://www.nasafcu.com/">https://www.nasafcu.com/</a>	<a href="https://www.nasafcu.com/personal/personal-loans">https://www.nasafcu.com/personal/personal-loans</a>	888-627-2328	Soft credit pull HP on approval Experian

**Note: Navy Federal has very good personal and business loan programs but they do a hard pull on all three bureaus and will do a separate pull for each loan type even if it is applied for on the same day.**

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## **Step 4 - A Certificate of Deposit Secured Business Line of Credit**

The full \$30,000 to \$90,000 funds from the credit union term loan(s) should be used to take out a certificate of deposit with a Tier One bank such as Wells Fargo, Bank of America, Citi, Chase, etc. The certificate of deposit is used to secure a one-for-one business line of credit for the \$30,000 to \$90,000.

## **Your First Payday Is Within Days ...**

## **Step 5 - Your First \$3,000 To \$9,000 Earnings**

The average fee charged by most business finance brokers is 10%, and if this is your rate you have earned your first \$3,000 to \$9,000 by obtaining a \$30,000 to \$90,000 business line of credit for your client. This is where your first invoice should be presented and your first commission collected.

## **Step 6 - Business Credit Reporting**

The business line of credit that you have helped your client to obtain will now be reported to the business credit reporting agencies and start to build your client's business credit scores. Due to the fact it is a fairly large loan with a Tier One business bank it will get your clients noticed by a spectrum of other lenders and their business mailboxes will start filling up with lending offers.

## **Step 7 - A Low 5 Bank Rating**

As part of the use of funds for your business clients, make sure they understand the importance of obtaining and maintaining a Low 5 bank rating. This is a minimum of a \$10,000 balance everyday for the prior 90 days so that their average daily account balance never drops below \$10,000. This will take a minimum of 90 days to obtain and typically another 30 days to get fully reported.

## **Step 8 - Comparable Credit**

A major thing in business lending is called Comparable Credit. This is basically who is the first lender to lend your client what is considered a large sum of money. If your client has never had a business loan for \$30,000 or more then lenders and credit card providers tend to hold back on approving larger amounts.

The secured business line of credit you have obtained for your client has solved this problem with them now having a Tier One business lending bank having granted them a \$30,000 to \$90,000 credit line. This means other lenders will now view your client as a lower risk of default and approve new loans for higher amounts, lower interest rates, and longer repayment terms.

## **Step 9 - Lender Compliance**

The next Step is to make sure that your clients have all items of their lender compliance, as defined in your success system, completed. At this point your clients can still be "uncoached" in your system as the Lender Compliance section of your success system is free for them to access and complete.

### Your Second Payday Is Within A Few Weeks ...

#### **Step 10 - The \$50,000 To \$100,000 UBF**

Once all items of their Lender Compliance are completed and their funding range report score is at an 80+, it is time to take them out for UBF or “Unsecured Business Funding”. This will help your clients to obtain both personal and business credit cards and maximize the amounts they can obtain.

The UBF is detailed in your admin area under the “UBF Playbook” and the credit card providers along with their card offerings are detailed in “UBF Cards” also in your admin area. The average UBF funding if you have followed the above steps is between \$50,000 to \$100,000 from 8 to 10 credit cards.

For your clients that have FICO 8 scores 720 and above and for which you have used the UBF Funding Estimator to eliminate all their contingency requirements you should apply for only the 0% APR intro period cards. The average approval amounts and max limits seen are denoted in the UBF Cards data.

#### **Step 11 - Personal & Business**

It is extremely important that you communicate to your clients about the importance of applying for both personal and business credit cards in the UBF process. The reason for this is that these lenders want a personal relationship with your client as well as a business relationship.

If only the business cards are applied for these lenders will typically approve for as much as 50% less than that would have if the personal card had been approved first. The cards you will be obtaining for your clients will be 0% interest for typically 9 to 18 months, so there is no interest meter running. Having the personal cards provides your client with a good safety net should the need for additional funds arise.

#### **Step 12 - Your Second \$5,000 To \$10,000 Earning**

If you obtain \$50,000 to \$100,000 in credit card funding for your clients and are charging the standard rate of 10 points then you have now earned an additional \$5,000 to \$10,000 and it is time for the second invoice to your client.

#### **Step 13 - Success System Coaching**

Now it is time to make sure your client signs up for your full business success system coaching for the year and understands the amazing benefits for doing so. Your admin area provides you with a massive amount of training and closing tools to help you make that sale. The average private label live coaching fee is between \$3,000 and \$4,000 for the year.

### Then Your Paydays Keep Coming ...

#### **Step 14 - Earning Another \$3,000 To \$4,000**

After you have closed your funded client on the benefits of your success system coaching, then at this point you can be at \$10,000 to \$20,000 from a single client that you have earned in three payments parts. Now imagine handling even 5 of these clients a month for which your private label of the success system makes it easy to do and to handle with little or no staff.

#### **Step 15 - Affiliate, Reseller, or White Labels**

Now if you have followed our success system setup instructions and developed either affiliate, reseller, or white labels of the Lender Compliance item vendor services, you should have earned another \$500 to \$1,000 from your client completing those items with your service vendors.

#### **Step 16 - More Earnings At 6 Months**

The business success system live coaching helps you stay in touch and maintain rapport with each funded client. If your clients have built their business credit and maintained good personal credit you can use your UBF database to have them call for credit line increases after six months. Do not have them ever use the online credit line increase requests as they might only get 20% where by calling in and having a reason for the requested increase they can receive 50% increases across each of the cards that you obtained for them.

#### **Step 17 - More Earnings At 12 Months**

You can repeat the Step 16 process at the twelve month mark and obtain additional 50% credit line increases per card turning a \$10,000 to \$15,000 and then into a \$22,500 card in 12 months. You can invoice for all these credit line increases adding even more to your earning from each single client.