

The UBF Playbook

(Unsecured Business Financing)

The following seeks to describe the unsecured business financing process including the initial pre-qualification, the required documents, the banks and credit unions to be used, the approval optimizations, and the cash-out strategy.

This playbook contains:

1. The Initial Pre-Qualification Grading Report
2. UBF CRM Opportunity Assignment Process
3. Non-Circumvention Non-Disclosure Agreement
4. UBF Business Finance Program Documentation
5. Banks & Credit Unions To Be Used
6. The Best Credit Cards To be Used
7. The Application & Initial Approval Process
8. The Credit Limit Increase Review Strategy
9. The Credit Reporting Agency Freeze Strategy
10. Twelve Cash-Out Strategies & Their Processes

The Initial Pre-Qualification Grading Report

General Credit Requirements:

All three Credit Check Total report scores of 680 and up. (760 and up is best).

Revolving Trade Lines: Maximum 45% balance to limit ratio

Closed Revolving Lines: Maximum 45% balance to limit ratio

No Open Tax Liens, Judgments, Collections (must be paid prior to submission), and no bankruptcies.

Revolving Lines Requirements:

Long credit history (5 years plus),

High existing credit limits (\$5,000+)

No late payments is the preferable scenario.

No more than 3 credit inquiries in the last 90 days

Preferably no revolving credit inquiries in the last 6 months

Basic Criteria:

The loan program is based on "Stated Income". This can be based on their current income plus future projections, Stated sales: based on future projections. There is no collateral needed, which means no business plan and no financial statements. All loans are personally guaranteed by Clients' creditworthiness. A stated income of \$150,000+ will receive higher approvals.

Ideal Credit Criteria: all three scores 760+:

Credit card limits over \$10,000; Lines open more than 5 years; Available credit is less than \$40,000 – Typically receive \$75,000 - \$100,000 per client

Mid-Level Credit Criteria: all three scores 720 – 759:

Maximum 1-2 late payments at least 6 months old in the past 24 months; Highest Credit Limits \$5,000; Lines open less than 5 years; Available credit is less than \$40,000 – Typically receive \$50,000 - \$75,000 per client

Minimum Credit Criteria: all three scores 680 – 719:

Balance to limit ratios over 45% on existing lines they can't pay down but has over 50% availability on overall revolving lines; 30-60 day late payments not to exceed 2 per account and must be older than 2 years old, also not to exceed 3 accounts. If bankruptcy exists funding may be applied based off time of Bankruptcy, needs to be at least 4 years old – Typically receive \$25,000 - \$50,000

UBF CRM Opportunity Assignment Process:

1. **Concierge Team** - UBF enters the CRM as an “open opportunity” and is assigned to the “concierge team” (aka assistants, appointment setters, etc). There can be any number of concierges and the way the system currently works is that any concierge can select the open opportunity at which point it becomes assigned to that concierge. The concierge makes the initial call, email, contact, after which the concierge assigns the opportunity to the “Funding Advisor Team”.
2. **Funding Advisor Team** – Funding advisors are the sales or closer team. The opportunity is assigned to the team and gets picked up by the first available advisor. It is the advisor’s job to discuss rates, terms, timing, and any other aspects of the program to close the UBF client. Once closed the opportunity is assigned to the “Underwriter Team”. If not closed, the opportunity is assigned to the “Dynamic Email Marketing Team”. If assigned to email marketing, Client will receive interval emails on day 3, 7, 14, 21, 30, 45, 60, 90, 120, 150, 180. After 180 they are archived unless they opt-out somewhere in the process. At each interval, they are given the ability to place themselves back into the funding advisor opportunity queue.
3. **Underwriter Team** – This team will collect the credit check total report and do the initial grading report. The underwriting team will also provide Client with all the required documentation. If there is work Client needs, such as pay downs or item removals, Client will be placed into the On Hold Team with NCE (Next Calendar Event) set at 30 days to follow-up with that client for status update. If Client is good to go, the opportunity is assigned to the “Processor Team”.
4. **Processor Team** – This team’s job is two fold. First, to make sure that all documentation has been completed, and second to perform a quality assurance review to make sure Client’s expectations have been properly set and that they have not been oversold. It is to make sure that Client understands the process, that both personal and business credit cards will be obtained and the approximate number of cards and amounts that will be sought. Once complete, the opportunity is assigned to the “Funding Team”.
5. **Funding Team** – This team are the individuals who will be applying for and using CLI (Credit Limit Increase) request process to optimize the amounts that can be obtained from each card. It will also be their task to skillfully apply and remove “credit freezes” to force the issue of which credit report is being pulled for which card. Once the approval process is complete the opportunity is assigned to the “Invoicing Team”.
6. **Invoicing Team** – The invoicing team has two functions. First to get us paid and second to survey Client experience. The invoicing team will offer some discounts in return for testimonials about our process, service, support, and communication. If Client agrees, the opportunity is assigned to the “Testimonial Team”.
7. **Testimonial Team** – Just like it sounds this team is responsible for collecting audio, video, and written testimonials from successfully funded clients. Each client will be asked and provided an incentive to refer at least 3 people they know who might benefit from the program.
8. **System Coaching Team** – Once the Funding Team has finished, the opportunity is, at that time, assigned to the System Coaching Team. This team will take Client the rest of the way through completing the business finance and credit building system and be looking to access other funding opportunities for Client.

Non-Circumvention Non-Disclosure Agreement

Whereas, [Your_Business_Name] possesses certain information, not known by Client. Whereas the Client is desirous of conducting various business finance transactions in contact with any third Party introduced by [Your_Business_Name] to this agreement, and the undersigned Parties agree, in the consideration of the foregoing promises to abide by the following terms and conditions:

1. **Non-Circumvention:** Client agrees not to directly or indirectly contact, deal with, transact, circumvent, avoid or bypass, or otherwise be involved with any corporation, partnership, proprietorships, trust, individuals, or other entities introduced by [Your_Business_Name] without the specific written permission of [Your_Business_Name].
2. **Non-Disclosure:** Client agrees not to disclose or otherwise reveal to any third Party the identities, addresses, telephone numbers, facsimile numbers, E-mail addresses, telex numbers, bank codes, account numbers, financial reference, or any other entities introduced by [Your_Business_Name] without the specific written permission of [Your_Business_Name].
3. **Terms:** This Agreement is valid for the following term: Five (5) years from the date of signing of this agreement.
4. **Parties bound:** This Agreement shall be binding upon all undersigned Parties and their heirs, successors, associates, affiliates, and assigns.
5. **Notice:** All notices, demands, or requests given by the Parties shall be in writing with return confirmation requested to the other Party at the last fax number the Party has designated by notice herein.
6. **Severability:** Should any portion of this Agreement be declared invalid or unenforceable, then such portion shall be deemed to be severable from this Agreement and shall not affect the remainder hereof.
7. **Integration:** This Agreement constitutes the entire Non Circumvention Agreement between the Parties and supersedes all prior discussion, negotiations and Agreements, whether oral or written. The parties further intend that this Agreement constitutes the complete and exclusive statement of its terms.
8. **Amendments:** Any change or amendment to this Agreement, including oral modification supported by new consideration, must be reduced to writing and signed by all Parties before it will be effective.
9. **Waiver:** No waiver or default of any of this agreement by any party shall be implied from any omission of such party to take action against the defaulting party.
10. **Force and Effect of Documents:** The Parties hereto agree that a signed telefax or other facsimile copy of this Agreement shall have force and effect as the original of this document.

IN WITNESS WHEREOF, the Parties hereto execute this Agreement by their authorized signatures.

Client Signature _____ [Your_Business_Name] Signature _____

Printed Name _____ Printed Name _____

Date _____ Date _____

Fax Number _____ Fax Number _____

[Your_Business_Name] Business Finance Program

1. Certification - I the undersigned hereby certify the following:

- A. I have requested that [Your_Business_Name] apply for multiple Credit Lines on my behalf. I understand that these may include Bank Cards, Business Credit Cards, Personal Credit Cards, Lines of Credit, and Bank Loans. Let it be known that I have given true, lawful, and expressed permission to act on my behalf, in my place, and in my stead, for the specific and limited purpose of applying for credit accounts, processing and endorsing documentation with regards to those applications and the opening of an email account for application correspondence to [Your_Business_Name] for a period of four (4) months from the effective date.
- B. I have completed the "Information About the Applicant & Business, pages 1 & 2. I certify that all of the information is true and correct. I made no misrepresentations in the information, nor did I omit any pertinent information. I understand and agree that the potential lenders who receive the information reserve the right to request additional documentation to support these statements. This may include verifying the information provided directly with the applicant or other means.
- C. I understand that I will be held responsible both personally and jointly with the business for any credit lines obtained which I choose to utilize or authorize any other person to utilize.

2. Client Authorization to Release Information:

- A. I authorize [Your_Business_Name] to provide lenders via phone, mail, fax, or internet with the Information About the Applicant & Business, pages 1 & 2, as part of the underwriting and approval process.
- B. I understand that my personal credit and/or business credit will be reviewed by lenders as part of the underwriting process and that this will result in numerous inquiries in my personal and business credit report and that as part of the approval process my personal credit scores will go down for a period of time.

3. Access to Client Personal Credit Report Data

I understand that I must sign up for a credit report service and provide [Your_Business_Name] with my User ID and Password. I understand that I can change my password or cancel the service after my financing is done. Access is how [Your_Business_Name] will monitor my credit changes as credit approvals are obtained.

REQUIRED - Credit Report Service Username _____ **Password** _____

Authorized Signature _____ Notary Seal _____

Printed Name _____

Dated Signed _____ Signature of Notary _____

Notary, State of _____

My commission expires _____

Notary Phone _____

Confirmation of Authenticity _____

Information About the Applicant & Business - Page 1

Completion of all fields is required

First Name _____ Middle Name _____ Last Name _____

Email _____ Home Phone _____ Cell Phone _____

Home Address _____

City _____ State _____ Zip _____

DOB _____ SSN _____ - _____ - _____ U.S. Citizen? _____

Mother's Maiden Name _____ Name of a Favorite Pet _____

Your Annual Income _____ Household Income _____

Contact Person _____ Contact Cell Phone _____

Business Legal Name _____

DBA _____ EIN _____

Entity Type (check one) Corp LLC Sole Prop Non-Profit Title _____

State Where Business Entity Was Formed _____ Date of Formation _____

Industry Type _____ Business Phone _____

Years in Business _____ Date Business Bank Account Opened _____

Business Address _____

City _____ State _____ Zip _____

Experian Business File Open? _____ Dun & Bradstreet File Open? _____ Equifax Business File Open? _____

Gross Annual Sales _____ # OF EMPLOYEES _____

Amount Sought in Available Credit Lines \$ _____ Buying a Business/Franchise _____

If You Are Buying a Business/Franchise Please Describe _____

I hereby certify that to the best of my knowledge all the information provided is true and correct.

Authorized Signature _____

Printed Name _____

Dated Signed _____

Information About the Applicant & Business - Page 2

Completion of all applicable fields is required

Personal Mortgages

Bank _____ Payment _____ Years Open _____

Bank _____ Payment _____ Years Open _____

Business Credit Cards List All Revolving Accounts That Do Not Report To Personal Credit (Not Debit Cards)

Bank _____ Limit _____ Balance _____ Years Open _____

Bank _____ Limit _____ Balance _____ Years Open _____

Bank _____ Limit _____ Balance _____ Years Open _____

Bank _____ Limit _____ Balance _____ Years Open _____

Bank _____ Limit _____ Balance _____ Years Open _____

Bank _____ Limit _____ Balance _____ Years Open _____

Do You Have A 401k or IRA? _____ If Yes, How Much? _____ First Opened _____

Family Service - The following questions are used to determine your eligibility for certain loan products only offered to individuals with a direct or indirect affiliation to the armed forces or public service.

Have you or anyone in your family or household ever served in any branch of the armed services? _____

If Yes, Please Name Who _____ Your Relationship? _____

Have you or anyone in your family or household ever worked for the Department of Defense? _____

If Yes, Please Name Who _____ Your Relationship? _____

Bank Information – Please Enter All That Apply

Personal Checking Account Bank Name _____ Average Balance \$ _____

Personal Checking Account Bank Name _____ Average Balance \$ _____

Personal Checking Account Bank Name _____ Average Balance \$ _____

I hereby certify that to the best of my knowledge all the information provided is true and correct.

Authorized Signature _____

Printed Name _____

Dated Signed _____

Business Services Agreement

This Business Services Agreement (this "Agreement"), dated as of _____ (the "Effective Date"), is between and among _____ an individual residing in the state of _____ for the purpose of carrying out the matters set forth herein (collectively "Client"), and [Your_Business_Name] ("[Your_Business_Name]"), as per the terms below.

1. SCOPE AND DUTIES. Client retains and hires [Your_Business_Name] to provide business services in relation to obtaining Credit Lines ("Services") to Client and assistance in establishing financial and credit accounts of behalf of Client and Client's business, including credit cards, lines-of-credit, bank loans or other similar financial accounts (each an "Account" and collectively, "Accounts") with lenders and other financial service providers ("Lender"). At [Your_Business_Name]'s discretion and at any time after the Effective Date, [Your_Business_Name] may evaluate the creditworthiness of Client by obtaining a credit report or other background information about Client or Client's Business from appropriate sources. The client hereby authorizes [Your_Business_Name] to obtain such information. Client hires [Your_Business_Name] to provide additional business services including but not limited to: assistance with incorporating or reorganizing a business entity, strategies to minimize interest, strategies to raise credit limits, declination reconsideration requests, techniques for converting personal credit to business credit, and directions for establishing strong business credit scores with Experian Business, Dun & Bradstreet, Equifax Business, or other similar business credit reporting account(s).

2. TERM. The term of this Agreement (the "Term") shall be one (1) year from the Effective Date (the "Term").

3. GUARANTEE. If Client has a Fair Isaac "FICO" Credit Score of at least Seven Hundred Twenty (720), verified by [Your_Business_Name] through [Your_Business_Name]'s own means, and Client does not have any revolving accounts with a balance of more than 45% of the limit and does not have excessive inquiries or any derogatory information, then [Your_Business_Name] guarantees a minimum in credit approvals of \$25,000.

3. FEES. Client agrees to pay [Your_Business_Name] the following fees (collectively, the "Fees"):

a. Credit Review Fee: Upon execution of this Agreement, Client agrees to pay to [Your_Business_Name] in full a Credit Review Fee in the amount of Two Hundred Ninety-Five Dollars (\$295) by credit card.

b. Credit Approval Fee: The client agrees to a Credit Approval Fee. This Fee is nine points (9%) of the aggregate approval credit limits that are obtained. This Fee is ONLY due after [Your_Business_Name] has verified that the aggregate approval credit limits of such Account(s) resulting in Client credit lines.

c. Competition of Credit Applications. The Credit Approval Fee is not contingent on Client's need or lack thereof for financing and, as such, Client may not cancel, withdraw, intentionally cause to be denied, or fail to follow through on a credit application in a timely matter, unless [Your_Business_Name] authorizes such action in writing to do so. If Client does not provide [Your_Business_Name] with an approval or denial letter from the lender within 14 days of each credit application's submission date (as evidenced by the e-mail sent disclosing the lender's name, contact information, and instructing Client what to do) [Your_Business_Name] will consider client's choice of not providing such approval or denial letter to be client's personal certification and final confirmation that such credit application was approved and funded for the full requested amount. This amount shall be calculated into the total credit obtained and if the minimum guaranteed aggregate credit limit

Client Initials

is achieved, the Credit Approval Fee will be considered fully earned, be billed according to the terms in this agreement, and will be non-refundable.

4. ADDITIONAL BUSINESS SERVICES. With regards to Additional Business Services which include, but are not limited to, any and all business with regards to Liquidation of Credit Lines, Strategies to Minimize Interest charges, Strategies to Achieve Credit Limit Increases, Consolidation of Accounts, Declination Reconsideration, Personal to Business Credit Reallocation, and the Establishment of Supply Credit Accounts, there will be no additional fees.

5. BUSINESS CREDIT BUILDING SYSTEM. In addition to the Business Services provided under this agreement, the Client shall receive a Free User ID and Password to the Business Finance & Credit Building System designed to assist the Client in the Building of Strong Business Credit Scores with; Experian Business, Dun & Bradstreet, and Equifax Business. The system is also designed to assist the Client in obtaining Vendor Lines of Credit and other lending products that will report solely on the business credit reports and not on personal credit reports.

6. INTEREST RATES AND CREDIT TERMS. [Your_Business_Name] will make best efforts to provide accurate rate information with regards to new credit accounts, however, can make no guarantee as to the set forth interest rate(s) and or terms in which credit may be granted to Client.

7. CREDIT LINE REPORTING. The client understands that [Your_Business_Name] does not control how a bank chooses to report any account. A Bank may choose to report any Credit Lines that are personally guaranteed to any of the Business or Personal Credit Bureaus at any time. [Your_Business_Name] in no way guarantees that the credit lines the Client receives from any issuing Bank will not Report or choose to report to personal credit in the future.

8. CREDIT LINE ADJUSTMENTS. The client understands that there is always the remote possibility that a lender may lower Client's credit limit or take some other type of adverse action after Client is granted credit, either arbitrarily or because of deterioration in Client's credit rating or perceived creditworthiness. The client understands that such decisions are out of [Your_Business_Name]'s control and for which [Your_Business_Name] will not issue any refunds.

9. CLIENT COVENANTS. At all times while in contract with [Your_Business_Name], Client agrees to:

- a. be truthful with [Your_Business_Name] and Lenders and provide complete and accurate information, to the best of the Client's knowledge.
- b. provide accurate payment information in a timely manner when amounts are due hereunder and thereafter in a timely manner;
- c. provide to [Your_Business_Name] all documentation, executed applications, notices, correspondence, and or other information (collectively, "Account Information") within seven (7) days of the date received by or created by Client in connection with any Account;
- d. not apply for and/or establish any new credit account(s) without the prior written approval of [Your_Business_Name] for a time period of 45 days from the Effective Date of this agreement. If Client applies for Credit without prior written approval, Client will be held liable for the total applicable fees outlined in Section 3 of this agreement.

Client Initials

10. COSTS AND EXPENSES; INVOICES; AND PAST DUE AMOUNTS.

- a. All amounts due and or past due to [Your_Business_Name] will be billed at the appropriate time to Client's credit card. If for any reason [Your_Business_Name] is not able to collect fees due for service rendered [Your_Business_Name] will attempt to bill Client's credit card up to 5 times. Any bill left unpaid for more than 5 days shall be cause for [Your_Business_Name] to suspend provision of Services.
- b. Client agrees that [Your_Business_Name] may use the Credit Card provided on the Credit Card Authorization Forms for miscellaneous fees (not more than One Hundred Dollars (\$100) associated with updating credit items with the three major credit bureaus.
- c. When [Your_Business_Name]'s services conclude (as a result of termination or expiration of this Agreement), all unpaid charges, whether invoiced or not as of such time, shall become immediately due and payable.

11. SUSPENSION OR TERMINATION OF BUSINESS SERVICES.

- a. [Your_Business_Name] has the right to suspend performance of Services pursuant to this Agreement by providing Client with five (5) days written notice of Client's failure to pay [Your_Business_Name] or any other breach of this Agreement. Such suspension shall continue until the event is cured or this Agreement is terminated.
- b. [Your_Business_Name] may terminate this Agreement effective immediately upon breach of this Agreement by Client. The client may terminate this Agreement only in the event that a material breach of this Agreement remains uncured by [Your_Business_Name] for more than thirty (30) days.
- c. Client shall not be entitled to any reimbursement, refund, or return of any amounts paid to [Your_Business_Name] hereunder as a result of the termination of this Agreement by [Your_Business_Name].

12. SURVIVAL: Notwithstanding any termination of this Agreement, suspension of Services or expiration of the Term, the terms hereof which by their nature are to survive such termination.

13. INDEMNIFICATION: Client shall indemnify, defend and hold [Your_Business_Name], and [Your_Business_Name]'s subsidiaries and affiliated companies, distributors, and their respective officers, members, managers, employees, agents, and other representatives harmless from and against any and all claims, actions, suits, judgments, damages, losses, and expenses (including reasonable attorneys' fees) of whatsoever kind and nature imposed on, incurred by or asserted against the [Your_Business_Name] by any third party, arising out of the Services or any breach by the Client of any covenant or other provision hereof.

14. CONFIDENTIAL INFORMATION: All terms, including all rights and obligations, of both Client and [Your_Business_Name] under any effective Non-Disclosure Agreement, entered into between Client and [Your_Business_Name] prior to the Effective Date shall be incorporated herein by reference and made a part hereof.

15. DISCLAIMERS: Nothing in this Agreement, and nothing in [Your_Business_Name]'s statements to Client, will be construed as a promise or guarantee about the outcomes of the Services or the success of Client's business with exception to potential billing modifications outlined in Section 3. Additionally, [Your_Business_Name]'s Services are not to be construed in any way whatsoever as legal advice or of a legal nature.

Client Initials

16. SEVERABILITY: Wherever possible, each provision of this Agreement shall be interpreted in such manner as to be effective and valid under applicable law.

17. ENTIRE AGREEMENT: This Agreement contains the full and complete agreement between the parties with respect to the within the subject matter, and supersedes all other agreements between the parties whether written or oral relating thereto, and may not be modified except by a written instrument executed by both of the parties.

18. DISPUTES: This Agreement shall in all respects be subject to the laws of the United States and the State of Nevada. If a dispute, controversy, or claim arises out of or relates to this Agreement, or the breach thereof, the appropriate venue for dispute resolution will be the Superior Court of Las Vegas.

Please acknowledge your agreement to the terms above by signing and dating below. This Agreement will not take effect, and [Your_Business_Name] will have no obligation to provide the Services, unless and until you return to [Your_Business_Name] a signed, notarized copy of this Agreement and any Fees due upon commencement of Services as per the above, and [Your_Business_Name] acknowledges receipt of same via his/her signature below where indicated below your signature.

I have read and understand this ENTIRE agreement. I agree to the fee schedule outlined in Section 3 and I understand that I will be bound by this agreement and will be billed for services accordingly.

CLIENT and GUARANTOR:

Signature of Authorized Signatory_____

Printed Name_____

Business Name_____

Title_____ Effective Date_____

NOTARY

State of_____ County of_____

This instrument was acknowledged before me on_____ Notary Seal

Signature of Notary Public_____

Notary Public, State of_____ My commission expires_____

Notary Phone_____ for Confirmation of Authenticity_____

Client Initials

Credit Card Authorization Form

Credit Cards Only, No Debit Cards

I, _____ authorize [Your_Business_Name]. to charge my credit card.

Estimated Date of the Charge _____

Full Name on the Card _____

Card Number _____ Limit _____ Current Balance _____

Expiration Date _____ Security Code _____

Credit Card Billing Information

Statement Address _____

City _____ State _____ Zip _____

Telephone Number on File _____

Being the cardholder or authorized signer, by signing below I understand and agree to the terms of this agreement, agree to pay, and specifically authorize [Your_Business_Name] LLC. to bill my credit card when appropriate.

Date _____ Credit Card Authorized Signature _____

Before Returning This Form Make Sure You Have:

1. Signed with the credit card holder's signature on the line indicated.
2. Confirmed that the Card is a Credit Card and Not a Debit Card.

(You can use <https://www.waveapps.com/> to process these payments)

Echeck Authorization Form

I _____ authorize the account listed below to be charged for the:
(authorized account signer full name)

Amount # 1

Amount # 2

Account Type: (Provide Checking Account Only)

Name on Account _____ (Business name or Personal name on account)

Account Address _____ (Address on bank statements)

City, State, Zip _____

Phone on Account _____

Account Signer Email _____

Financial Institution _____

Routing Number (9 digits) _____

Account Number _____



SIGNATURE _____

DATE _____

This payment will be processed immediately upon receipt via e-check. Please verify that the funds are available from the above listed checking account. If contacted by your financial institution regarding this e-check transaction please verify its validity. You agree that any return of funds will result in a \$50 additional transaction charge.

(You can use <https://echeckdirect.com/> to process these payments)

Finance Program Do's and Don'ts:

Congratulations on your decision to enroll in the [Your_Business_Name] Business Finance Program. The following are some very important things to know during the application phase of our program.

_____ Initial **1. Do not apply for ANY new credit cards, credit lines, loans, installment accounts, car loans or Utilities.** If any other company needs your social security number to maybe check your credit reports, do not do so during this process. This will place new inquiries on your credit report and having too many new credit inquiries may disqualify you from our program.

_____ Initial **2. Do not apply for a new mortgage or to refinance your existing mortgage.** Again, this will create new inquiries on your personal credit reports and may cause us to not get you funded.

_____ Initial **3. Do not attempt or request to increase your credit limit levels beyond their current amount** or let your debt to limit ratio exceeds 50%. Do not attempt to increase your credit limits, as that will initiate an inquiry as well. People with high amounts of revolving debt (credit cards) are viewed by the banks as high credit risks, do not increase your revolving debt levels. By waiting a short time you can put this same debt under the business name and eliminate any impact on your personal credit (must be a non-reporting business line). If you have lines over 50%, they will need to be paid down under 50% (30% in some cases) and will then need to be disputed with the credit bureaus. This can take up to two weeks and must be completed before we can submit any applications on your behalf.

_____ Initial **4. Do not acquire new derogatory items on your credit report.** This includes late judgments, public records, collections or excessive new credit. People with derogatory items on their personal credit obtain far fewer approvals than people with perfect credit. In some cases, new derogatory items can disqualify you from the program altogether.

_____ Initial **5. Do contact your Client Representative if for some reason you have to initiate an inquiry on your credit.** In certain cases, one inquiry may not hurt our process, but you need permission from our underwriting department before you initiate any new credit inquiries.

By signing and initialing this document. I understand and agree that I will not initiate any new inquiries on my credit during the application phase of the Program. In the event I have to initiate any new inquiries on my credit without permission from my Client Representative, I may be found in breach of contract and will be liable for the entire cost of the program and be disqualified from the Program.

Client Signature _____ Date _____

Business Services Document Checklist

- _____ Completed and Notarized - Business Finance Program Certification
- _____ Completed and Notarized - Information About the Applicant & Business (2 Pages)
- _____ Completed and Notarized - Business Services Agreement (4 Pages)
- _____ Completed Credit Card Authorization Form
- _____ Copy of Driver's License (Front and Back of License)
- _____ Copy of Credit Card used for Billing (Front and Back of card)
- _____ Signed Business Finance Program DO's and DON'T's form

The Application & Initial Approval Process

In the UBF playbook, we have identified 30 credit card providers and broken their cards down into Tier 1, 2, & 3. We know that every credit provider will, at times, use all three credit agencies.

In researching our UBF model we have found the average initial approval to be \$7,000 with using the phone in CLI (Credit Limit Increase) review to increase that to \$10,000. The average number of cards obtained is 8 and therefore the average approval amount is about \$80,000.

The goal of our approval process is to have no more than three (3) credit inquiries placed upon each credit report during the approval process. To accomplish that two (2) credit bureaus will be frozen at a time while leaving the credit provider's most commonly used credit bureau open for the credit pull.

For example, US Bank offers three Tier 1 cards and most commonly pulls Transunion. Therefore during the Transunion Tier 1 approval process Experian and Equifax would be frozen until the initial approval and CLI review are completed. Once three Tier 1 Transunion providers are secured then we move on to three Tier 1 Experian providers and three Tier 1 Equifax providers.

The Credit Limit Increase Review Strategy

The credit limit increase strategy consists of calling the phone CLI review lines for each approved provider. The strategy is to request an increase of up to double the initial approval amount and request that it be done with only a soft pull or no pull if possible.

For this process make sure you have a viable reason for the increased credit limit, such as;

- 1) Balance transfer from a competitor's higher interest rate card.
- 2) Wanting to use the card for a significant purchase that would take the card over the preferred 45% balance to limit and would therefore negatively impact the credit score.

Use The UBF Funding Estimator

Inside your Private Label Admin area is your Member Search tool. For Members in your system there is an "Edit" Pencil Icon where you will find the UBF Funding Estimator which you should run on each Client before engaging them for the UBF funding process. The estimator requires you to have a current copy of the Client's personal credit report with their FICO 8 scores. The estimator will show you if your Clients are ready to proceed to funding and approximately the range of funding they may receive. It will also show areas that will need to be addressed before taking them out for funding. Make sure your client has first run a Success Scan and is therefore a Member of your system. Then log into your Private Label Admin area to find that Member to access and use the estimator.

The Credit Reporting Agency Freeze Strategy

They allow us to seal credit reports and use a personal identification number (PIN) to temporarily "thaw" credit so that legitimate applications for credit and services can be processed.

The cost ranges from \$3-\$10 per person per bureau to freeze a credit report. The cost to "thaw" reports for one creditor, or for a specific period of time, range from being free to \$10.

EQUIFAX CREDIT FREEZE - Credit freezes may be done online at:

<https://www.equifax.com/personal/credit-report-services/credit-freeze/>

If your PIN is late arriving, call 888-298-0045. They will ask you for some ID and arrange for your PIN to be sent to you in 4-7 days.

Unfreeze: Do a temporary thaw of your Equifax credit freeze online or by calling 888-298-0045.

EXPERIAN CREDIT FREEZE - Credit freezes may be done online at:

<https://www.experian.com/freeze/center.html>

Unfreeze: Do a temporary thaw of your Experian credit freeze online or by calling 888-397-3742.

TRANSUNION CREDIT FREEZE - Credit freezes may be done online at:

<http://www.transunion.com/personal-credit/credit-disputes/credit-freezes.page>

Credit freezes may be by phone at 888-909-8872. Some users have reported difficulty with the online method. Please try one of the phone options if you too experience difficulty.

Unfreeze: Do a temporary thaw of your TransUnion credit freeze online or by calling 888-909-8872.

Twelve Cash-Out Strategies & Their Processes

1. **Balance Transfers**

A balance transfer is when you pay the balance of one credit card with another. Some credit cards allow you to do a direct deposit from your card's available credit to your bank account, but you want to make sure they consider it a balance transfer, not a cash advance. The Bank of America Better Balances Rewards Card is a good credit card for direct deposits into your bank account. This is one of the most unique credit cards offered by Bank of America. Unlike the other rewards cards offered, this card is a MasterCard, not Visa. The Better Balances Rewards Card allows you to take a cash advance from any bank, but with 30% of your overall credit limit, however, you can do a direct deposit from this card up to the overall credit limit to any bank account. It typically takes seven business days, but if you have a checking or savings account with Bank of America, it will be quicker.

2. **Amazon Payments**

When you use this Amazon service to send personal payments, you can do so for up to \$500 per month for free. Even if you're using a credit card to send the money, they won't charge you the normal fees if you stay within that amount (if not, the fees are 2.9%).

3. **Paypal**

Pay an individual or a business that won't accept credit cards, then ask if they'll accept a Paypal payment. Paypal charges a flat fee of 2.9%. Since Paypal transactions are classified as a purchase, it may save you money, especially if you're using a 0% intro credit card offer. You can choose to pay with "another payment method you've added" to your PayPal account such as a credit card.

4. **Google Wallet** (best online payment option due to high daily limits)

You can send money to anyone in the U.S. with an email address using the Google Wallet app. You can also send money in Gmail by hovering over the attachment paperclip icon and clicking the \$ icon to attach money to a Gmail message on your desktop. Payments can be funded from your Google Wallet Balance, bank account, debit cards and/or credit cards. The email recipient does not need to have a Gmail address but must sign in or sign up for Google Wallet and verify their identity to accept the money. There is a daily transfer limit of \$10,000 USD and a \$50,000 USD transfer limit per 5 day period. This includes both money sent to others as well as money transferred in and out of your Google Wallet Balance. There is a request limit of \$10,000 USD. The recipient will receive an email confirmation that they've been sent money immediately after you hit "send". If you are sending from your Google Wallet Balance, credit, or debit cards, the recipient will receive funds almost instantaneously in most cases. Fee is 2.9%

5. **Credit Unions** (easiest cash-out option)

The USAA Mastercard will allow you to get a cash advance without a fee as long as you deposit the cash in your checking account there. Other credit unions also do not charge for cash advances or the fee is 2% or less so long as the money is deposited into their accounts. Justice Federal offers a 0% for 6 months which includes no-fee cash advances.

6. **Discover** (if only small amounts are needed)
Has a program that lets you get cash in addition to your purchase at Walmart certain grocery stores with no fee involved. When the program first started the additional cash also qualified as a "purchase" rather than as a "cash advance" and got you credit toward their CashBack program. Limit is \$120 per day.
7. **Gift/Prepaid Cards** (good for a few thousand at a time)
Buy Visa gift cards, use them to buy money orders at WalMart or a US Post Office (as a debit card purchase with PIN), deposit the money order in a bank account. Withdraw cash. Get a "Amex Prepaid Card for Target" and charge \$1000 loading it at Target in-store, then go to an ATM and withdraw cash. Buy a MoneyPak card with a credit card. Deposit MoneyPak card into PayPal. Use PayPal debit card to withdraws funds from ATM. Buy \$500 Vanilla Reloads at CVS. Order an AMEX Bluebird Card. Load the Vanilla Reloads onto there. Mail a check to yourself.
8. **Buy Stock** (Best option for quick and low-cost cash out)
Use Fidelity.com or other online brokerages to buy stock using credit cards. Then sell stock and deposit funds into a checking account. The checking account needs to be with Fidelity for quick access to funds. Fidelity offers no fees trading for one year. They also offer an average \$20,000 Signature Visa with 0% for 12 months
9. **Short Term Personal Loan** (nice option but does impact UBF approvals)
Get a personal loan deposited into your bank account and pay it off with your credit cards. Compare sources at <http://www.bankrate.com/funnel/personal-loans/personal-loan-results.aspx?market=1266> Many of the banks and credit unions have this feature. With Wells Fargo, you can open a \$25,000 personal loan and have it deposited within days, then pay it off with any Credit Card obtained even a new Wells Card.
10. **Venmo**
<https://venmo.com/> Like Amazon, PayPal, Google Wallet. Pay anyone anywhere. There is a 3% fee to load an account from a credit card.
11. **Plastiq**
<https://www.plastiq.com/> is one of the best services available to pay anyone from your credit cards including; rent, payroll and those others items or services that do not accept credit cards.
12. **Melio**
<https://www.meliopayments.com> is another service that lets almost any bill be paid via personal or business credit cards.