

➤ Identifying the Right Client

In an ideal world LenCred would love to help everyone; however we have come to realize that simply isn't possible. The best thing we can do as a company is to make sure we are spending our time talking to clients that we can actually help, and not wasting the time of the clients that we cannot. This is a general outline of those clients that have historically had the most success in our program. If you have anyone that is close to this, feel free to send them over and we'd be happy to do an evaluation on them.

- Seeking "unsecured" capital for their business
- Seeking \$25k minimum
- 5 year age of file or more
- At least 2 individual or joint revolving active accounts not including vendor lines
- Over \$5k in total credit limits in those accounts
- 5 or less inquiries per bureau in the last 6 months
- No more than 3 late payments in the last 2 years
- No more than 3 derogatory accounts including:
 - Collections
 - Charge offs
 - Foreclosures
 - Repossessions
- No unreleased public records including:
 - Bankruptcies
 - Tax Liens
 - Short sales
 - Judgements
- At or under 30% Utilization (credit card debt divided by credit card limits), or cash/willingness to pay down to that point.
- Has or willing to create an EIN (Employer Identification Number)
- Household income of \$35k or more.

- It is also imperative that you are able to speak to the fact that we specialize in unsecured credit card financing. We do not want to get the client on the phone and surprise them with our product. We are happy to educate and help them get the funding that they desire, but again, if this isn't something they are interested in, we do not want to waste their time.