

# Credit Exposed

Day 4: Banking, Business, and Long-Term Leverage

PRESENTED BY: SHANIQUEA JACKSON

LEVERAGE

# Day 4 Flow

## Topics to Cover

- *Identifying banking relationships.*
- *Credit Card Deep Dive.*
- *Business Structure.*
- *Leveraging the personal Gaurantor*

*Shaniquea Jackson | Day 4: Disputes, Outcomes, and Long-Term Leverage*



# Banking Relationships

## Credit Unions



These institutions are member owned and are not for profit. They reinvest their profits into the community because they are community based and into saving their members money on products offered. This allows them to offer lower interest rate products with lower fees. May require a donation, belonging to a organization (American Consumer Council).

## Regional Banks

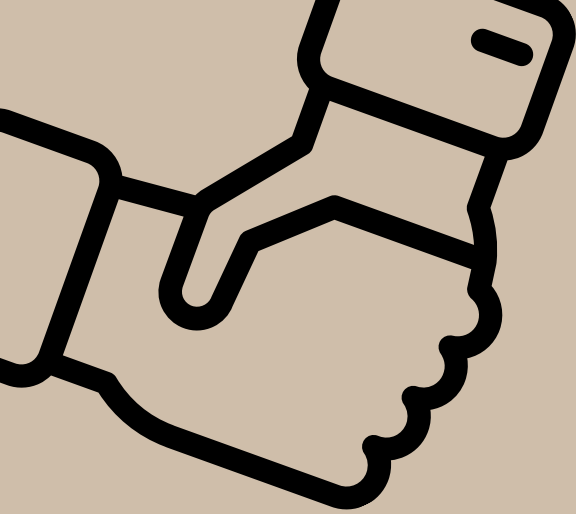


These institutions are larger than community banks. They tailor their services to understanding whats going on in their local economy. They fill the gap between small community banks and large national institutions, offering a community-focused approach with a wider range of services, including commercial banking and specialized investments.

## National Banks



These institutions are found nation wide, they offer more locations and ATM access. They provide a various ranges of services under one roof, including checking/savings accounts, mortgages, credit cards, and wealth management services. They also have larger budgets to invest in businesses and their bankers relationships.



# Choosing a Banking relationship



- Product selection: What kind of products does the bank offer (mortgages, credit cards, HYSA, CD accounts, investing opportunities,
- Location availability: How many physical locations are there and ATM's. This is based on your needs and preference.
- Account Opening Requirements: Are there fees to have an account? How are accounts structured? Is there a minimum balance needed to avoid fees?
- Technology: Do they have a banking app? can you deposit checks electronically? Do they offer transfer payment options such as Zelle?

# Understanding Internal Scoring

Building a banking relationship shows lenders how you deal with money. When you build a banking relationship it's not only an advantage for you, it's a reciprocal relationship. To open a bank account, you typically need a government-issued photo ID (driver's license or passport), your Social Security number (SSN), and proof of address (utility bill or lease). Most banks also require an initial deposit. Generally you have to be 18 or older to open an account or 13 with a joint account holder of age.

- Banks have internal scoring models based on data collection and your internal banking behaviors. (Ex:Navy Federal)
- Set up a checking account.
- Set up direct deposit to show regular deposit patterns.
- Open a savings account. Build your emergency fund of \$1,000 dollars. (save for vacations, birthdays, holidays).Put up 6 months of your monthly expenses to see it grow (Look into High Yield Savings Accounts).

**When building a banking relationship. Banks have relationships with data collecting companies such as Early Warning Systems and Chex systems in order to collect data on your banking habits.**

- **They check your banking history for over drafts.**
- **They check for account closures**
- **They check for NSF (non sufficient funds) you have.**

# Banking Resources

[ibanknet.com](http://ibanknet.com)- Shows top financial institutions and their assets.

Tip: Understanding a bank's financials such as a credit union. It allows you to understand your relationship with them in lending to you based on assets and lending habits. Financials are updated annually.

[Bankbranchlocator.com](http://Bankbranchlocator.com) - Shows local and national banks by state along with their location.



# Exposed Check Point

- Before today, did you ever think your daily banking habits were being tracked or scored internally?
- Before today, had you ever taken the time to research which banking relationship would best aligned with your goals and making the best decision at that time?



# Credit Cards





# The Credit Card Journey

If you already have an established banking relationship. Look into a credit card with your bank first. If you have not established a credit or a banking relationship. Establish a relationship with a credit union and if you have good credit apply for their credit card. If you have established credit and have lower scores look into soft pull cards and secured credit cards.

- Start with soft pull products with no damage to your credit if you are building your personal credit profile.
  - Mission Lane
  - Capital One
  - Discover It
  - Apple Card
  - Prosper
  - AvantCard
- Check out secured credit cards. Leverage your own money to build your credit profile. (EX: Discover- \$200 minimum deposit, 1-2% cash back rewards, and after 7 months they automatically review your use to see about transitioning to an unsecured credit card).
  - Capital One
  - Discover
  - PNC
  - Navy Federal

Tip: Do not apply for credit cards when credit cards are maxed out. The base amount of credit you place on a secured credit card will be based on your goals.



# Credit Card factors

When choosing a credit card it should depend on your life style. You want to choose a credit card based on how it can benefit you. Questions to ask yourself.

- Do you travel alot?
- Will you use it for gas?
- Will you use it for grocery?
- What are your predominate spending categories?

Different reward programs.

- There are reward programs for spending in certain categories that come in the form of points and cash back.
- There are transfer partner opportunities for traveling when booking hotels and trips (travel hacking).

**YOU'RE SPENDING MONEY ANYWAYS, WHY NOT GET REWARDED!**



# Credit Card Tips

- Control your utilization by consolidating your debt. Debt Consolidation Loans:
  - OneMain Financial
  - Avant
  - Upstart
  - Bestegg
  - Lending Point
- For cards with low credit limits (Secured Credit Cards). Place a subscription on the card and set it up for autopay for the minimum amount due.
- Do not open more than 2-3 credit cards personally annually (Depending on your goals).
- Request credit limit increases every 3-6 months.
- Avoid Cash Advances (high interest and a sign of risk)

# Check Credit Card Promotional Offers

Determine your goal when handling credit card debt. You can use balance transfers to avoid interest or use them to liquidate and pay to invest.

## 0% Promotional APR Balance Transfer offer

0% promotional APR through your April 2027 billing cycle. After your April 2027 billing cycle, you will be charged your standard Purchase APR currently 26.99%. This APR will vary with the market based on the Prime Rate. Rates are accurate as of March 03, 2026 for card ending in 5832.

### Interest and fee information

#### Paying interest



We will begin charging interest on the transaction date.

#### Fee

For each transaction made with this offer, you will be charged either 4.99% of the amount of each transaction or \$5.00 minimum, whichever is greater. Afterward, your existing Balance Transfer fee will apply.

# Check Credit Card Promotional Offers

## Offers

OFFER TYPE	OFFER DETAILS	ACCOUNT	USE BY	
 Balance Transfer	Transfer a balance to your credit card at 0% APR for 12 months with a 4% transfer fee. After that, you will be charged the APR for Purchases, currently 28.99% variable. <a href="#">More Info</a>	Savor ...0175	APR 19 2026	<a href="#">Select Offer</a>
 Balance Transfer	Transfer a balance to your credit card at 0% APR for 12 months with a 3% transfer fee. After that, you will be charged the APR for Purchases, currently 28.99% variable. <a href="#">More Info</a>	Savor ...0175	MAY 17 2026	<a href="#">Select Offer</a>

# Credit Card Application

## 3 Key Factors:

- When answering your annual income, include your household's income.
- When asked your income source or about employment, **ALWAYS** state you are employed.
- When asked about your mortgage/rent payment amount. If you split payment between your household. **ONLY** account for your portion of rent (Ex:half).

### TOTAL ANNUAL INCOME

\$

Include all income available to you. If under age 21, include only your own income. Income includes wages, retirement income, investments, rental properties, etc. Alimony, child support, or separate maintenance need not be revealed if you do not wish to rely upon it.

### NON-TAXABLE ANNUAL INCOME (OPTIONAL)

\$

This field only applies if a portion of your income is non-taxable and is optional. Include here any annual income that is exempt from federal income tax. This may include social security, child support, public assistance, disability, workers compensation, and military allowances. If you're under 21, please include your personal income only.

### INCOME SOURCE

✓ Choose One

Employed

Retired

Self-Employed

Unemployed

Military

Business Owner

# Credit Card Strategy

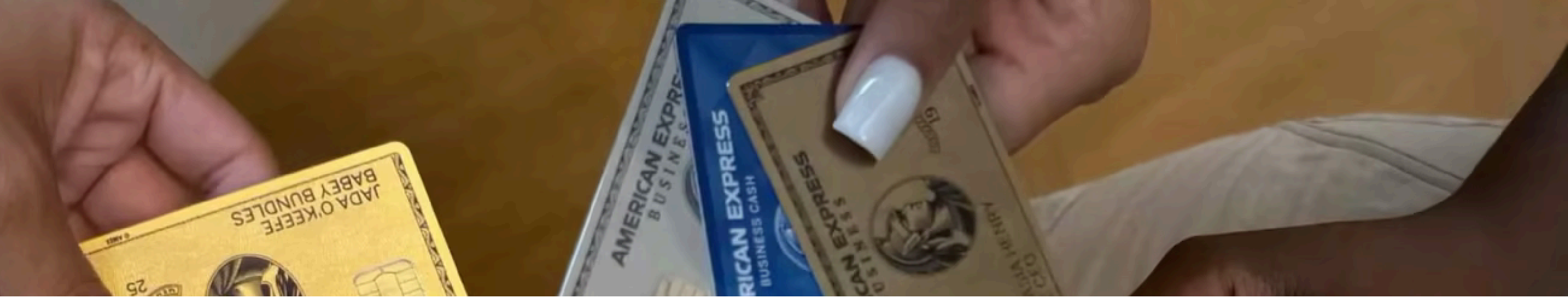
When applying for credit cards understand strategy. Limit inquiries to 3 per bureau.

Credit card stacking requires strategy.

- Understand where financial institutions are pulling from. There are community forum websites in which people communicate their experiences with approvals and denials for banking products. Refer to:
  - [Myfico.com community forum](#)
  - [Help Me Build Credit](#)
- When applying for credit cards apply horizontal not vertical. Apply for a credit card that pulls from each credit reporting agency. This improves your approval odds. Example:
  - Experian: Chase
  - Equifax: Citizens Bank
  - Transunion: Navy Federal

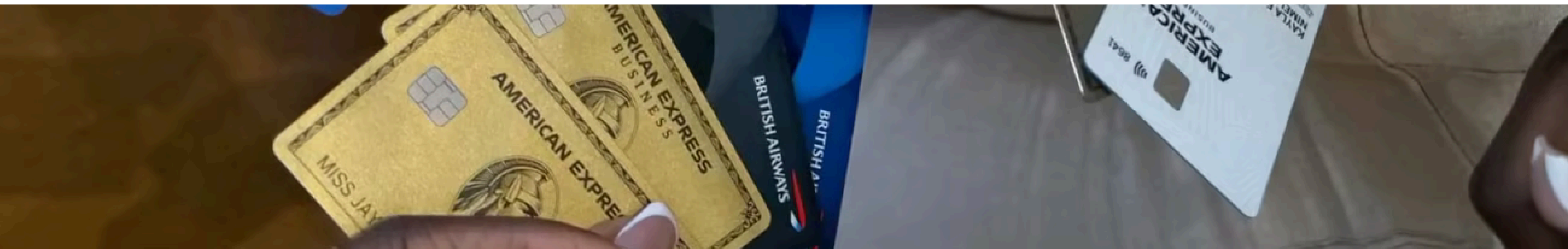
# Exposed Check Point

- Before this discussion, were you intentional about applying for credit cards?
- What is something you learned about credit cards today that you wish you had known years ago?



# Building The Business

HOW WE DO BUSINESS



# Create Your Business Name

- Stay away from high risk industry implementation in your business name such as trucking & real estate. Use:
  - Consulting (Naics 541611)
  - Marketing (Naics 541810)
  - Management (
- Look up your business name on your states Secretary of State website and NameCheck.com for domain availability.
- Know your business classification. Associate a low risk Naics/SIC code with your business. Check Siccode.com.





# Where will your business be located?

- Do not use a PO Box
- Do not use UPS address
- Do not use home address

- ANYTIME MAILBOX
- REGUS
- OPUS
- COHATCH

Look into a registered agent

If you are planning to list on Google make sure you use an office address attached to an actual building that is not attached to a postnets, P.O box, UPS, etc.... Do a google street view of the address you are thinking about.

# Show up as a PROFESSIONAL BUSINESS



Get a business telephone number Toll Free #800

- Freedomvoice
- RingCentral



Get a business email address.

INFO@/SUPPORT@

- [GoDaddy.com](https://www.godaddy.com)
- [Gsuite \(Google\)](https://gsuite.google.com)



Get a business Website.

- [GoDaddy.com](https://www.godaddy.com)
- Calendar Booking Website (Acuity, Calendly)

# Apply for your LLC

Done for you websites:

- Bizee
- Legal Zoom
- Zenbusiness
- Tailor Brands

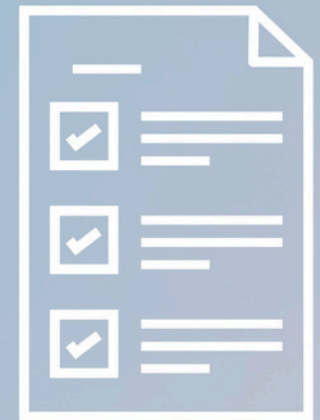
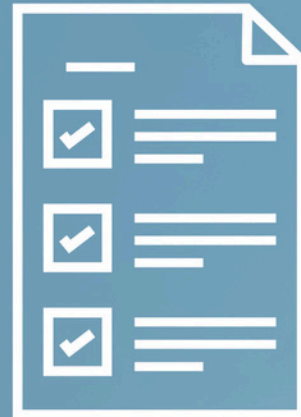
Do it yourself:

Secretary of state website

When you create your LLC you will receive your Articles of Incorporation directly through the secretary of state. If you do it through a website and they are doing it for you. You'll have to wait to get it in the mail.

# Complete the Business

- Apply for your EIN - its free  
[www.irs.gov](http://www.irs.gov)
- Apply for your DUNS number- its free  
<https://www.dnb.com/duns-number/get-a-duns.html>
- Get your Operating Agreement.
  - [Legalzoom.com](http://Legalzoom.com)
  - [Lawdepot.com](http://Lawdepot.com) (7 day free trial)
- Register your business number with 411 (It's like the business white pages).
  - [www.listyourself.net/](http://www.listyourself.net/)
- Make a business logo
  - <http://www.fiverr.com>
  - [Upwork](http://Upwork)





# You Made Your Business Fundable!





# Open a Business Bank Account

(I like the following)

- PNC
- Chase Bank
- Citizens Bank

Check out local banks in your area your current bank, if new to business a credit union. In order to open a bank account you'll want to know and bring the following:

- Operating Agreement
- Articles of Organization
- EIN
- Know your Naics Code to give it at account opening
- Business Address
- Business Phone number
- Business Website
- Some money to invest in opening the account

# 0% Interest Business Credit Cards

Chase Ink Business Unlimited 0% Interest 12 months.

Chase Ink Business Cash 0% Interest 12 months.

PNC Cash Rewards 0% Interest 9 months.

American Express Blue Cash Business 0% Interest 12 months.

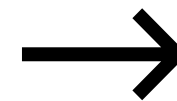
American Express Blue Plus Business 0% Interest 12 months.

US Bank Business Shield 0% Interest 12 months.

US Bank Business Triple Cash Rewards 0% interest 12 months.

Citizens Bank Business Platinum Mastercard 0% interest 12 months.

# Chase Bank Growth



Start the relationship  
Business checking account  
2K minimum daily Balance

0% Interest 12 months  
1.5% CASH BACK UNLIMITED  
5% LYFT

0% Interest 12 months  
5% CASH BACK BUSINESS ESSENTIAL  
2% DINING & GAS  
5% LYFT RIDES  
SIGN UP BONUS

## Get the funds your business needs — fast

With My Chase Loan<sup>®</sup>, you have the flexibility to turn your available credit into cash in as little as 1-2 business days. There's no credit check or application, no origination or early payoff fees, and you save on interest by making fixed monthly payments at a rate lower than your Standard Purchase APR.

**Offer expires 03/26/2026**

[Check for an offer](#)

### Get your funds in three easy steps:

- Sign in to chase.com or the Chase Mobile<sup>®</sup> app\*
- Choose the amount you want (\$500 minimum) and the payment duration that works for you
- The funds are deposited directly into your bank account in as little as 1-2 business days

CHASE  for BUSINESS<sup>®</sup>

Request from  Ink Business Cash (...2649)

Loan amount

Tell us an amount between \$500 and \$9,500 using only whole numbers.

Loan purpose

This won't impact your annual percentage rate.

[Calculate loan options](#)

Choose from 4 estimated payment options for your \$9,500.00 loan

We'll add the monthly payment amount to your Ink Business Cash (...2649) minimum payment due each billing cycle. [See terms and conditions >](#)

\$321.94 / month

36 billing cycles

13.49% Fixed APR

\$448.41 / month

24 billing cycles

12.49% Fixed APR

\$839.79 / month

12 billing cycles

11.49% Fixed APR

\$1,623.91 / month

6 billing cycles

9.49% Fixed APR

Your fixed monthly payment may be different from the amount shown here based on when your loan is processed.

If you receive interest rate and fee benefits under the Servicemembers Civil Relief Act or similar state laws, they'll apply to this loan once it's active and throughout your benefit period.

Choose a bank account for your loan deposit

You can deposit the money into a bank account you regularly use to make payments to Ink Business Cash (...2649), even if it's not a Chase account. 

Deposit to

You'll receive the money in as little as 1 to 2 business days.



# Building Business Credit



## GET YOUR PAYDEX SCORE FROM:

- NAV
- EXPERIAN  
BUSINESS CREDIT
- DUN &  
BRADSTREET
- EQUIFAX  
BUSINESS CREDIT

RANGES 0-100

## VENDOR ACCOUNTS:

ULINE  
GRAINGER INDUSTRIAL  
SUPPLY  
SUPPLY WORKS  
HD SUPPLY  
CROWN OFFICE SUPPLIES  
SUMMA OFFICES  
SUPPLIES  
SHIRTSY

HAVE AT LEAST 5  
REPORTING

## REVENUE BASED FUNDING:

DIVVY  
CAPITAL ON TAP  
FUNDBOX  
ON DECK

BANK ACCOUNT  
CONNECTED 10K+  
FOR FUNDING

# OnDeck Loan Example

## TERM LOAN APPROVALS:

Loan Amount	Payback Term	Weekly Payment	Total Payback
\$23,000	9 months	\$699.44	\$27,278
\$29,000	12 months	\$696.56	\$36,221
\$35,000	15 months	\$705.92	\$45,885

- Weekly auto-payments
- Origination Fee is 0% - there are no closing costs for our Intuit QuickBooks Customers
- Builds business credit and allows for tax deductions

## LINE OF CREDIT APPROVAL:

**Max Line: \$26,000** – 28.48% maximum simple interest - 12 month payback starts on first draw.

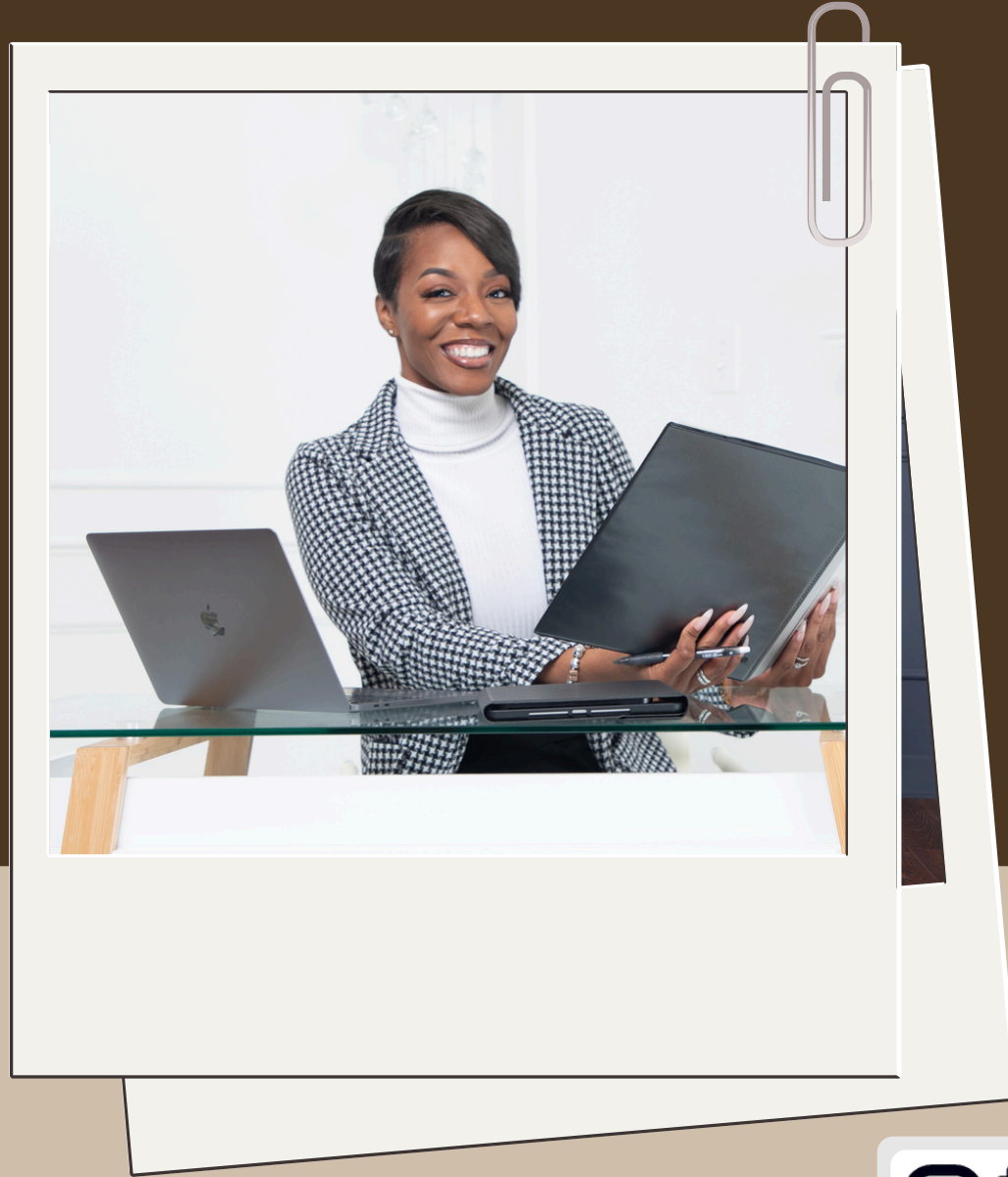
- You only pay interest on what you use and **funds can be available the same day.**
- This product is fully amortizing which means you **save money paying it back early.**
  - Example: Draw \$10,000 – your monthly automatic payment would be \$1,070.68
  - $\$1,070.68 * 12$  payments = Maximum Total Payback of \$12,848.16
  - But, there is **NO PREPAYMENT PENALTY**. So, if you wanted to pay it back early...
    - Paid back in full in 1 month = interest would equate to ~4.1%
    - Paid back in full in 2 months = interest would equate to ~7.8%
    - Paid back in full in 3 months = interest would equate to ~11.4%
  - This is just a few examples, our online portal has a calculator to show you all payoff savings for any amount you draw
- You can draw again on funds up to the \$24k and that is when the repayment would restart
- **There are no activation fees, annual/monthly fees or draw fees on this Credit Line either!**
- **As you build payment history, as well as business credit, you can become eligible for line increases as well as rate decreases.**
- **Helps build Business Credit and all Interest and Fees are fully tax deductible** (can be written off as a business expense)

# This is your sign that YOU CAN DO IT!



# Time to Reflect

- Do you feel comfortable with taking one step towards building your business and confidently applying for credit within the next 30 days.
- What is one habit you plan to change immediately after today's presentation to strengthen your chances of approvals or your banking relationships?



# HIGH CLASS

— CONSULTING —

**STAY IN CONTACT**



(866) 954-3949



info@highclassconsulting.net



www.highclassconsulting.net

**Thanks for listening & Being Apart  
of Credit Exposed!**

GOOD LUCK !