

“How Much Are You Willing to Risk For Your Business?”

Dear Friend,

As an entrepreneur, you're hardwired to enjoy a greater level of risk than the average person. But, **do you enjoy the thrill of business and investing so much that you're willing to risk:**

- Being hounded by creditors?
- Declaring bankruptcy?
- Being denied a mortgage?
- Paying more than your fair share of interest on your loans?
- Losing your house?

If you answered “no” to one or more of these questions, this may be the most important report you've read in a long time.

Because, if you're like most entrepreneurs, investors, and business owners I've met over the past 28 years, you're in danger of facing all of these horrific problems.

And it's all because of your business.

You see, entrepreneurs typically make one or more financially devastating mistakes when financing the launch, operation, and/or growth of their businesses. In most cases, they don't realize that they're making a mistake.

And to tell the truth, even when they do realize they're making a mistake ... they lull themselves into thinking that the consequences will be a minor annoyance, until one day, they can't qualify for a mortgage. Or they can't get the to-die-for financing offered on the new car they're buying. Or they're hounded by creditors and eventually have to declare bankruptcy.

To help you avoid these chilling and all-too-probable consequences, I've assembled a list of a few of the most devastating financial mistakes entrepreneurs make. These are critical errors that can bury your business, smother you in personal debt, and destroy your financial future.

The business-financing experts at Corporate Credit Concepts have helped thousands of entrepreneurs just like you avoid these expensive blunders while building solid, valuable corporate credit – and along with it, the business of their dreams! Follow our time-tested ways of avoiding these nine entrepreneurial

dream-killers, and you'll be on your way to a more secure, satisfying, and financially rewarding future.

Visit: www.gettingasmallbusinessloan.net for more information.

Devastating Mistake #1

Using personal credit to finance your business

The hands-down biggest and most common mistake entrepreneurs make is using personal credit to finance their businesses. Common examples include:

- Paying for business expenses with your personal credit cards
- Obtaining personal loans to finance your business expenses

If you've used one or more of these financing methods to fund your entrepreneurial ventures, I'm not surprised. Shockingly, many business-start-up experts recommend these methods for funding new businesses.

Their advice is well-intentioned ... but nonetheless incredibly dangerous. The reason for not using your personal credit for business purposes is simple: You WILL destroy your personal credit. It's inevitable.

By using your valuable personal credit for business expenses, you run the risk of:

- **Lowering your personal credit score.** When you personally guarantee business-related financing, the lender will require a personal credit check. Every time an inquiry into your credit history is made, your personal credit score takes a hit. The lower your score drops, the harder it is to secure financing...especially financing with the most favorable terms.
- **Reducing the amount of credit available for personal use.** The more credit you have personally guaranteed for your business, the higher your debt-to-income ratio soars ... and the less that lenders will be willing to give you for personal use. Signing that loan for your business could prevent you from getting a mortgage on the new house you plan to buy a year from now.
- **Losing everything.** When you use your personal resources or credit to finance a business, you chain your financial security to your company's success. If the company fails, you'll be left holding the bag ... and your personal finances will sink along with your business. You'll never recoup the "loan" you took from your retirement account to get your business launched. Creditors will be calling you for payment. And if things get bad enough, you may have to declare bankruptcy.

To protect your financial security, don't use your personal credit to finance your business activities. Instead, take action to secure credit in your company's name

– **WITHOUT Risking Your Personal Assets, Lowering Your Personal Credit Score, and eventually, without a personal guarantee.**

Devastating Mistake #2

Putting personal assets at risk

Each time you pledge your personal assets for any type of credit extended to your business, you jeopardize your personal belongings, such as savings and investment accounts, your car, and even your home. If your business can't pay off its debt, the bank will come looking for you to make good on the loan.

A business entity established as a sole proprietorship is most susceptible to this risk. Although you can build business credit as a sole proprietor, you will be completely liable for all personal and corporate debt. Your credit history will be based solely on activity associated with your social security number because you will not have a corporate tax ID number. As a sole proprietor, you also have no legal means for separating corporate and personal credit.

The best way to protect your personal assets is to incorporate your business. You'll shield yourself from personal liability for the company's debts and typically will also reduce your tax burden.

How to fix the problem!

When it comes to financing, we like to reference what we call the 4 C's of lending. Understanding each of the 4 C's and why they are important to you will give you a better understanding of what is required for financing approvals.

Here they are:

1. **Credit history** –Lenders will look at your business credit history. How has your business handled credit in the past?
2. **Credit history**- Lenders will look at your personal credit history. How you handled personal credit in the past.
3. **Cash flow**- Does your business have any verifiable revenue. If so, this dramatically helps your chances to obtaining financing without a personal guarantee.
4. **Collateral**- does your company have any collateral or assets? If so, this dramatically helps your chances to obtaining financing without a personal guarantee.

As long as your company has **at least ONE** of the 4 C's in place, we can help you obtain financing. If you don't have any of the 4 C's, then don't worry; we will help you build business credit history. The step 2 funding options are based on 3 of the

4 C's, personal credit history, cash flow and collateral.

You will have the option for two types of financing, financing **WITH** a personal guarantee and financing **WITHOUT** a personal guarantee.

Financing with a personal guarantee will always have lower rates and better terms, financing without a personal guarantee will have much higher interest rates and not as flexible terms.

The key is to make sure you have a combination of TWO types of financing. Financing with AND financing without a personal guarantee. When it comes to financing with a personal guarantee, the bottom line is you will need to have clean personal credit, low debt, and a 680 score or better.

Financing WITHOUT a Personal Guarantee!

When it comes to financing without a personal guarantee, there are 3 things you need to know:

1. The underwriting criteria
2. If your business is fundable BEFORE you apply
3. Which lender to apply with

These 3 items are vital. There is no point in applying for financing if your business is not fundable or not. That is common sense, however, most business owners blindly walk into the bank and hope, pray and cross their fingers the loan request is approved. The problem with this is that you should know before hand, if you meet the underwriting criteria. We can show you how to do this.

The hardest part is number 3, knowing which lenders to apply with. Chances are, you will never be able to find the select few lenders a crossed the country that will actually lend money without a personal guarantee. In fact, you may have heard from so many lenders that require a personal guarantee that you have given up on non-personally guaranteed lending? If so, don't give up hope!

We work with the handful of lenders that actually lend CASH without a personal guarantee and can show you exactly what you need to do to meet lending criteria and how you can get approved.

We offer a special \$17.00 guidance fee for helping you obtain financing without a personal guarantee. Some ask why we would charge so little, \$17 is next to nothing. Well, the answer is...because we know the exact criteria to get business owners approved for financing we are able to get each client ready and fundable BEFORE they apply with the lender. This means that we know they meet the lending criteria before they actually put in an application to apply for financing.

Each lender pays closing points and this is where we get paid by getting you ready and fundable. The \$17 fee is fully refundable and is only in place to weed out the tire-kickers.

If you are serious about learning how to obtain financing without a personal guarantee, go to: www.gettingasmallbusinessloan.net right away. As soon as your \$17 payment goes through, we will connect with you over the phone to give you a "Fundability Test." This will tell us how fundable you are now and where we need to focus our efforts.

Go to: www.gettingasmallbusinessloan.net right away!

Thank you for being in business, it is the backbone of the American economy, now don't let your business ruin your family financing. Find out how to obtain lending without a personal guarantee now.