

# The Credit Repair Business Startup and Marketing Guide

Building blocks  
for launching  
your lucrative  
Credit Repair  
Business



With content from the  
American Credit Repair  
Academy Study Guide

A division of



# Recommended Tools:

## Credit Repair Cloud: Credit Repair Business Software CRM

Manage your entire business, your team, your clients, affiliates and leads in 1 interface. Import credit reports in seconds and process credit disputes faster than any other system. These are the tools you need to launch a scalable business. Try it free for 30 days at [www.creditrepaircloud.com](http://www.creditrepaircloud.com).



## Training and Certification for you and your staff



American Credit Repair Academy



## Get a Professional Website for your Credit Repair Business:



## Accept Credit Card Payments from your clients





# American Credit Repair Academy

# CREDIT REPAIR 101

## *Syllabus and Study Guide* Version 1.1

## CONTENTS (click to jump to any section)

<b>HOW TO USE THIS GUIDE</b> .....	<b>7</b>
<b>RECIPE FOR SUCCESS WITH A CREDIT REPAIR BUSINESS</b> .....	<b>8</b>
<a href="#">The Secret to a Lucrative Credit Repair Business</a> .....	<a href="#">8</a>
<a href="#">The “Recipe”</a> .....	<a href="#">8</a>
Stay on course.....	9
<a href="#">Monitor the health of your business</a> .....	<a href="#">9</a>
The first step with software is to understand the flow .....	9
The Flow:.....	10
The Bottom Line.....	11
Give ‘em the pickle! .....	11
<a href="#">Professional Resources</a> .....	<a href="#">11</a>
<b>DON’T REINVENT THE WHEEL: TIPS &amp; TRICKS FOR YOUR STARTUP</b> .....	<b>12</b>
Don’t reinvent the wheel.....	12
How much should I charge for my services? .....	12
Who orders the Credit Reports? .....	13
Should I reimport a new credit report after changes happen? .....	13
Why am I sending everything by snail mail?.....	14
Who signs the dispute letters? .....	14
How many dispute items can I sent at one time?.....	15
How do I know which letters to use?.....	15
How can I get 1-on-1 assistance by phone?.....	16
<b>WELCOME TO THE AMERICAN CREDIT REPAIR ACADEMY</b> .....	<b>17</b>
<a href="#">About the Academy</a> .....	<a href="#">17</a>

<b>About Denise Wayne.....</b>	<b>18</b>
<b>AMERICAN CREDIT REPAIR ACADEMY COURSES .....</b>	<b>19</b>
A CREDIT-REPAIR “MINI-SESSION” .....	19
What if I already know and understand basic credit repair? .....	19
Preparing for this course (before your session please do the following).....	19
Being prompt with your training appointments.....	19
Additional courses .....	20
<b>THE “CREDIT-REPAIR 101” COURSE SYLLABUS.....</b>	<b>20</b>
What if I already know and understand basic credit repair? .....	20
Preparing for this course (before your session please do the following).....	20
Being prompt with your training appointments.....	20
Topics covered: .....	20
First Hour .....	20
Second Hour.....	21
Third Hour .....	21
Your Certificate of Completion.....	22
<b>NOW IS THE TIME TO START A CREDIT REPAIR BUSINESS.....</b>	<b>23</b>
A credit repair business .....	23
Credit repair brings in new streams of revenue and passive income.....	23
<b>STEPS TO LAUNCH YOUR BUSINESS.....</b>	<b>24</b>
Get a copy of your own credit report to study .....	24
Learn everything you can about the Credit Reporting System.....	24
Understand your role in the process.....	24
Understand what you are selling and be careful what you promise.....	24
Work smart and minimize the number of hours you spend working.....	25
<b>HOW TO PROMOTE AND MARKET A CREDIT REPAIR BUSINESS.....</b>	<b>26</b>
<b>ADDITIONAL WAYS TO MARKET CREDIT REPAIR .....</b>	<b>27</b>
Billboards.....	27
Mini Portable Billboard.....	27
Magnetic Sign on the side of your car.....	27
Flyers and Brochures.....	28

Local Newspaper Ads, Shopping guides .....	28
Internet ads, Craigslist Ads, YouTube, Your own web site .....	28
Direct Mail Marketing .....	28
Additional Marketing Ideas .....	28
Start small and work out the kinks before you expand too quickly.....	29
If you've purchased our Software be sure to download your Bonus Materials.....	29
.....	29
Microsoft Publisher .....	30
If you don't have Microsoft Publisher .....	30
<b>HOW DOES THIS BUSINESS WORK? .....</b>	<b>31</b>
These items are given to the client at the first meeting:.....	31
<b>WHAT YOU WILL NEED .....</b>	<b>32</b>
<b>SIMPLE RULES TO FOLLOW .....</b>	<b>34</b>
<b>HOW TO BOOST A CREDIT SCORE IN 7 EASY STEPS .....</b>	<b>35</b>
1) Correct all errors on the credit reports.....	35
2) Be sure that proper credit lines are posted on the credit reports.....	35
3) If you have negative marks on the reports, negotiate to remove them.....	35
4) Pay all credit cards and revolving credit down to below 30% of the credit line.	36
5) Don't close your old credit card accounts.....	36
6) Avoid applying for new credit .....	36
7) Maintain at least three revolving credit lines and 1 installment loan.....	36
<b>CREDIT REPAIR SOFTWARE .....</b>	<b>38</b>
<b>Additional Enhanced Services .....</b>	<b>39</b>
Credit Repair Business Websites .....	39
Make money as a reseller!.....	39
Training.....	39
For Training and Certification .....	39
<b>FREQUENTLY ASKED QUESTIONS .....</b>	<b>40</b>
What is the statute of limitations for debt collection? .....	40
What are the Credit Repair Organization laws for my state? .....	40
Do I need a special license for Credit Repair?.....	40

Will I need a Surety Bond? .....	40
What is the statute of limitations for debt collection? .....	40
Help! I can't download my free credit reports from the credit bureau site! .....	40
<b>RESOURCES FOR CREDIT PROFESSIONALS .....</b>	<b>41</b>
<b>CONTACT US.....</b>	<b>42</b>
Our Address: .....	42
Thank You! .....	42
For Additional information.....	42
<b>NOTES:.....</b>	<b>43</b>
Hour 1.....	43
Hour 2.....	44
Hour 3.....	45

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## HOW TO USE THIS GUIDE



Welcome to the **American Credit Repair Academy!**

This is your course outline for Credit-Repair 101.

We recommend reading this before your course begins, so you will have an understanding of our method and the tools available to you.

You can navigate through this guide using the table of contents in the PDF reader interface, or just read it straight through. You can also jump around using links, which are formatted in **light blue text**. You'll come across links to webpages that look like this: [www.americancreditrepairacademy.com](http://www.americancreditrepairacademy.com) . Just click them, and your default web browser will open the page and display additional information.

We hope this helps! If you have any questions, comments, or suggestions about how this guide can be improved, we'd love to hear them.

**\*\*PLEASE NOTE: THROUGHOUT THIS GUIDE YOU MAY SEE REFERENCES TO CREDIT-AID PRO SOFTWARE. IN 2013, CREDIT-AID PRO WAS REPLACED BY CREDIT REPAIR CLOUD.**



**TRY IT FREE AT [WWW.CREDITREPAIRCLOUD.COM](http://WWW.CREDITREPAIRCLOUD.COM)**



Keep in mind that Denise Wayne is a “Credit Repair Expert” and not a “software technician” For technical support requests for software visit <http://support.credit-aid.com> for fast help.

# RECIPE FOR SUCCESS WITH A CREDIT REPAIR BUSINESS



## The Secret to a Lucrative Credit Repair Business

Traditionally, a credit repair business follows a [subscription-based business model](#) where clients pay you a monthly fee for “document processing” and “credit education.” When we think of subscriptions, we think of magazines, but another example are razor blades. Buy a razor and every so often you’ll need to buy new blades for it. The “subscription” model follows a simple proven recipe: Keep happy paying clients, a cost-effective way to attract more and your recurring revenue will multiply.

## The “Recipe”

- 1 Minimize your workflow** to handle more clients in less time. This is why software is important.
- 2 Focus on increasing client satisfaction** (to extend the average client lifetime value).
- 3 Increase your flow of leads** (from affiliates, your website/web-lead-form), word of mouth or with pay-per-click ads).
- 4 Monitor KPIs** (Key Performance Indicators)

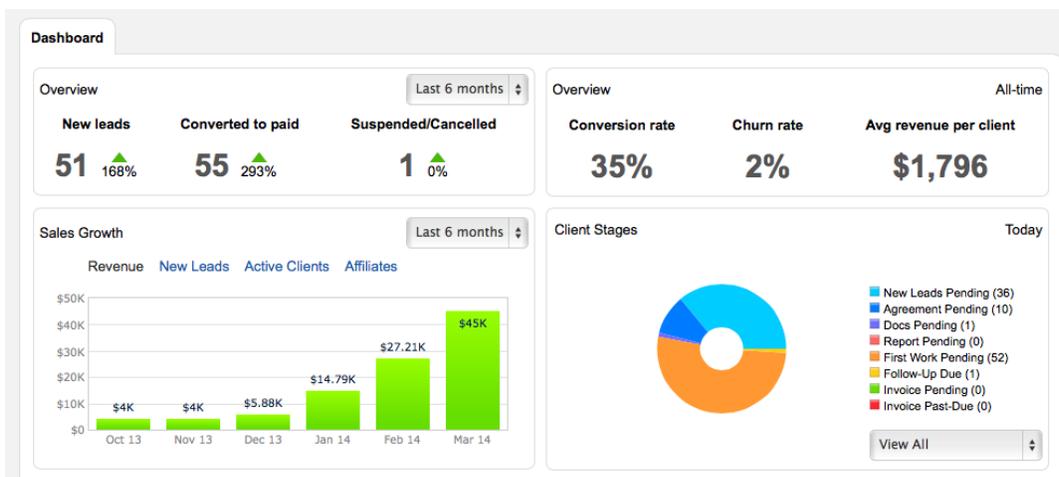
When average lifetime-value-per-client exceeds cost-to-acquire the client, you have a scalable business!

## Stay on course

Follow this recipe and work to increase your flow of leads, but always remember that the most valuable clients are the ones you already have. Keep them happy. Happy clients have the longest lifecycle and greater lifetime value (and they're your best advertising).

## Monitor the health of your business

Use your [Business Dashboard](#) to monitor your **conversion rate**, **churn rate** and **average revenue per client**, as these are the KPIs (key performance indicators) of the health and profitability of your business. Average revenue helps you to determine a budget for customer acquisition and unusual drop-offs of active clients or high churn rate are indicators of unhappy clients and a problem on your team.



## The first step with software is to understand the flow

Credit Repair Cloud is a powerful tool to help you to scale a credit repair business. But software can only work if you follow the flow. After you enter a client into the system, the work is minimal. The software automates much of the work, reminds you to when to follow-up and the [Business Dashboard](#) monitors your clients, your affiliates, your team and the overall health and profitability of your business.

## The Flow:

1. New lead appears in your credit repair cloud (from your website or your affiliate) or lead calls and you add them manually.
2. Your sales person converts that Lead to Prospect and then finally to Client.
3. Creating a client profile is when you sent client portal login details to the client.
4. Collect necessary documents from the clients: Photo ID, Utility Bill and Power of Attorney letter (optional)
5. Order all 3 reports and scores (usually the client does this with an online service like PrivacyGuard.com)
6. Examine the reports for errors. If you're using [credit report import](#), tag and save all the items you wish to dispute.
7. Use the dispute wizard to create dispute letters to send to credit bureaus. Never dispute more than 5 items in a 30 day period. The biggest companies in Credit Repair limit disputes to 2-3 items per month.
8. Wait for 30 days while the bureaus investigate and respond. Items are either removed or verified
9. If bureaus respond that the item is verified, challenge the verification. Lather, rinse, repeat.
10. Occasionally communicate with creditors directly. Same rules apply.
11. Add more affiliates that refer clients to you, add more team members to do the processing.
12. Keep clients happy so they will continue monthly service and they will tell others how awesome you are.
13. Monitor the [business dashboard](#) for trends such as unusual drop-offs of active clients or high churn rate as these are strong indicators of unhappy clients or a problem on your team.

Credit repair cloud has tools to manage your team, your clients, your affiliates (who refer clients to you) and to monitor the overall success and profitability of your business.

It also has tools to communicate securely with clients and affiliates with a secure portal they can log into for real time status of the progress of your work. The beauty of the client portal is that it saves you from unnecessary calls asking for status updates. [Click here to view portal demos.](#)

## The Bottom Line

Building a successful business does take work and testing. [Credit Repair Cloud](#) has all the tools to manage your business, to minimize your workflow and maximize profits and scalability.

## Give 'em the pickle!

Your existing customers are your greatest asset. Keeping them happy will increase your revenue and profitability. Here's 3 minutes of great and simple advice for anyone with customers: <http://youtu.be/ISJ1V8vBiiI>

## Professional Resources

**How much should I charge my clients?** Visit the free Credit Repair Business Calculator <https://www.creditrepaircloud.com/calculator>

**Need Credit Repair Education?** Visit [American Credit Repair Academy](#) for the 3 hour Credit 101 course and certificate. It's affordable and important to learn the correct steps and how they relate to the law.

**Need Software Training?** [Schedule a session with Keenan](#) for 1-on-1 assistance to set up your account, set online agreements, import credit reports, set up a website and more. If you're just starting out and need personalized help, we recommend Keenan.

**Need Credit Card Processing?** [Get a Merchant Account for Credit Repair.](#) Process Credit Card Payments and ACH Transfers from your clients.

**Need a website for your business?** [Get a professional Credit Repair Business Site](#) today!

Click here for more [professional credit repair business resources.](#)

## DON'T REINVENT THE WHEEL: TIPS & TRICKS FOR YOUR STARTUP



### Don't reinvent the wheel

Study the the proven business models first. Study the biggest players. You know them. The very biggest has the initials LL – and there are a few others who are generating hundreds of millions of dollars in revenue. Look at their sites, their pricing and the similarities – but NEVER copy any text or images from their site or they will make your life very unpleasant. Just look and gather ideas. Yes, they are making millions. You can, too. Just take it one step at a time concentrate on keeping your client's happy. Structure your business so it's built to scale, and you'll quickly have your piece of the pie. Your assignment is to read the [recipe to scale](#). Then read it again.



### How much should I charge for my services?

The sky's the limit, but in this business, you might actually make more by charging less. Remember, the goal is to scale your business. How do you do that? Slowly and methodically, with reasonable pricing, good service and happy clients who keep your service very long time. Visit the [Credit Repair Business Calculator](#) and run some pricing projections.



## Who orders the Credit Reports?

Credit reports and scores change often, so a new client needs fresh new reports. Clients should order their own credit reports, so they don't suffer a hit on their score. We asked some of the biggest credit repair firms how they handle ordering reports. Here's what they said:

- Many have the client sign up at [privacyguard.com](http://privacyguard.com) and then ask the client for the login details and security word.
- The larger companies have the clients sign a limited power of attorney letter and order PrivacyGuard for them.

Credit Repair Cloud can import from [7 credit report providers](#). PrivacyGuard works the best. They charge \$1 for a trial with instant access to all 3 reports and scores (a real bargain). Of course they want your client will continue with credit monitoring. Credit monitoring is awesome, but remind them to cancel if they don't want the monthly bill.

If you don't want to use one of the 7 providers, or if you have a PDF report you can also enter credit report items manually. A video called "Add credit report items manually" is here on this page: [www.creditrepaircloud.com/videos](http://www.creditrepaircloud.com/videos) .



## Should I reimport a new credit report after changes happen?

No. This is not necessary and will cause extra work. If you're using the import tool, you'll want to import fresh new credit reports when you start work with a new client. The credit report import tools is a huge time saver and highlights what's negative, so you can point

and click to create your round 1 letter. When you send it to the bureau, include copies of the client's photo ID and utility bill. A few weeks later, the bureaus will send your client a letter notifying them if items have changed status. Be sure to have clients forward all these letters to you. At that point you "could" import again, but it's easier and faster to visit the "Dispute Items" page and just click on the items that changed. This will update all the records in the software and the client portal. A video to show you how to update the items manually (instead of importing them again) is here on this page: <https://www.creditrepaircloud.com/videos> called "Update Credit Items Manually." Type in new scores on the client's dashboard page. Try it first with your Sample Client.



### **Why am I sending everything by snail mail?**

Can't I submit disputes electronically? Unfortunately, that would be easy, but would not have good results. The biggest credit repair company in America has hundreds of thousands of clients and they send paper letters by snail mail. Why? Because it's time consuming for the credit bureaus to handle in the time allowed. As a result, you will have better results. Bottom line is this: Credit repair works best by paper mail. It gives you a higher success rate. A higher success rate means happier clients. This equals longer client lifecycle and higher revenue. Isn't that the goal?



### **Who signs the dispute letters?**

Client's sign the dispute letters. The letters are from the client. To save time, many companies have the clients sign a limited power of attorney letter and then sign the client's name for them. Bureaus and creditors will send letters to your client notifying them of results good and bad. Remind your clients to forward all correspondence to you.

# GUESS how MANY?

## How many dispute items can I send at one time?

Never send more than 5 dispute items to a credit bureau within a 30 day period. If you send more, you run the risk of having the letters all marked “frivolous” (which is not pleasant). The largest credit repair company in the country (whose initials are LL) will send only 2-3 items per month to the credit bureaus. This will give the best success rate and will also increase your client lifecycle and value. A higher success rate means happier clients. This equals longer client lifecycle and higher revenue. Isn't that the goal?



## How do I know which letters to use?

A Round 1 letter, is always send directly to Credit Bureaus and it's always the same. The Round 1 letter in the Credit Wizard is ideal and fast (and a no-brainer), but the letter to send for Round 2, 3, 4 and higher depends upon the situation and the response you received from round 1.

If you're NEW to Credit Repair (or even old to credit repair) you may want to invest in credit repair education and certification. Take the Credit 101 class at [www.americancreditrepairacademy.com](http://www.americancreditrepairacademy.com). You and your staff can have a 3 hour course (by phone) and at the end everyone gets a certificate to put on the wall.



## How can I get 1-on-1 assistance by phone?

Here are 2 resources for help by phone. One is for 1-on-1 IT and Software Support and the other is for Credit Repair Education and certification.



Keenan Jones

**Software and IT Support and Software Training from Keenan.** Our email support is free, but if you're having trouble with instructions — or not a technical person, we recommend 1-on-1 Software Training with Keenan. He is friendly and affordable, and he can help you to set everything up, to place web lead forms in your website and to get you started on importing credit reports. [Click here to schedule with Keenan.](#)



**American Credit Repair Academy.** Take the Credit 101 class at [www.americancreditrepairacademy.com](http://www.americancreditrepairacademy.com). You and your staff can have a 3 hour course (by phone) and at the end everyone gets a certificate to put on the wall. If you're just starting a new business. Denise Wayne is your greatest resource.

# WELCOME TO THE AMERICAN CREDIT REPAIR ACADEMY

## About the Academy



In our many years of developing professional credit repair software, the two questions we receive the most are: "do you offer credit repair training?" and "where can I find a credit repair school?" In researching the answer, we discovered that we could not find a complete school offering professional credit repair training, coaching or mentoring. It did not seem to exist on a professional level.

America is now recovering from our great recession and millions of Americans need your help. There has never been a better time in history to learn credit repair or to run a credit repair business. These are skills that all real estate and finance professionals must learn. Since you cannot process a loan unless the score is high, credit repair has now become a necessary survival skill to stay in business. If you can learn to raise a credit score you will close more loans, sell more houses, lower your clients' bills and credit card rates and do a great service to your community. Credit restoration is a business opportunity you can truly start with nothing but a phone and a computer. It's a business startup with zero overhead and it earns immediate revenue.

The need for a professional credit repair school was imminent and inevitable. We found that great instructors in such a highly specialized field were few and far between. In 2007 we met Denise Wayne. Denise had an extremely successful credit restoration and consulting business. However she was lacking software to automate her dispute system and speed up her process. We introduced her to Credit-Aid Pro Software (the predecessor to Credit Repair Cloud), which enabled Denise to quadruple her workload. She then began to recommend it to the credit specialists she was training. These clients, in return, began to tell us how much they were learning. Since we didn't offer training, we began to refer our Professional customers to Denise. With the influx of students, Denise realized how much more she could accomplish in her teaching and consulting. In 2010 we founded *The American Credit Repair Academy*.

Daniel Rosen  
Founder, Credit-Aid Software



[www.credit-aid.com](http://www.credit-aid.com)

## About Denise Wayne

As a professionally trained private investigator, Denise Wayne found that she could apply her research and deductive skills to repairing client's credit scores. It became a challenge for her to investigate and repair even the worst credit scores. She then found the same satisfaction from improving someone's credit as in finding a missing person. Denise began to devote all of her efforts to improving her skills as a credit repair specialist.

Now in her second decade in the field of credit repair, Ms. Wayne is considered one of the top credit restoration experts in America and her expertise is sought after by many credit repair companies and mortgage brokers to train and mentor their associates. Whether you are a beginner starting a credit repair business or an expert continuing your education, Ms. Wayne can teach you new techniques that would otherwise take years to discover on your own. Denise's tenure in the credit restoration industry and wealth of legal knowledge make her your greatest asset.

# AMERICAN CREDIT REPAIR ACADEMY COURSES

## A CREDIT-REPAIR “MINI-SESSION”

### Mini-session length and content:

If you have purchased Credit Repair Cloud or Credit-Aid Pro Software you will receive a training mini-session. A mini session is 20 minutes and has a flexible curriculum. For many students, that time is spent going over basic points of credit repair and answering basic questions regarding credit repair, using the software and available services.

**\*\*PLEASE NOTE: THROUGHOUT THIS GUIDE YOU WILL SEE REFERENCES TO CREDIT-AID PRO SOFTWARE. IN 2013, CREDIT-AID PRO WAS REPLACED BY CREDIT REPAIR CLOUD. TRY IT FREE AT [WWW.CREDITREPAIRCLOUD.COM](http://WWW.CREDITREPAIRCLOUD.COM)**

### What if I already know and understand basic credit repair?

We have students of every level, beginning to advanced. You may already have a working knowledge of credit repair basics. Therefore, if there is a certain specific item you would like to spend your mini-session on, please let us know at the start of your mini-session, so we can spend the time on you the topic you desire.

### Preparing for this course (before your session please do the following)

- Read this guide. You may want to print it out.
- Have a fresh set of credit reports (a client's report or your own).
- If you've purchased Credit Repair Cloud or Credit-Aid Pro Software be at the computer with it installed.
- Have your learning environment free from noise or distraction.
- Understand that courses are 1 on 1, unless other arrangements are made.

### Being prompt with your training appointments

Everyone's time is valuable. This is a live training course and we set aside blocks of time just for you. Of course emergencies sometimes arise, but if you must cancel, please give at least 12-24 hour advance notice so we can fill the slot with another student. Without appropriate and considerate notice, missed blocks of time will be deducted from the remainder of your course.

## **Additional courses**

No one can learn a new business in 20 minutes. If you've only signed on for a mini-session, we highly recommend further training.

# **THE “CREDIT-REPAIR 101” COURSE SYLLABUS**

## **What if I already know and understand basic credit repair?**

We have students of every level from beginner to advanced. Everyone has a specific need so we have established a flexible curriculum. You may already have a working knowledge of credit repair basics. Therefore, if there is something listed here that you already know, it can be skipped over to allow for more time on the topics you desire or your own specific questions. Please let us know at the start of your session, so we can tailor your course to fit your needs.

## **Preparing for this course (before your session please do the following)**

- Read this guide. You may want to print it out.
- Have a fresh set of credit reports (a client's report or your own).
- If you've purchased Credit Repair Cloud or Credit-Aid Pro Software be at the computer with it running.
- Have your learning environment free from noise or distraction.
- Understand that courses are 1 on 1, unless other arrangements are made.

## **Being prompt with your training appointments**

Everyone's time is valuable. This is a live training course and we set aside blocks of time just for you. Of course emergencies sometimes arise, but if you must cancel, please give at least 12-24 hour advance notice so we can fill the slot with another student. Without appropriate and considerate notice, missed blocks of time will be deducted from the remainder of your course.

## **Topics covered:**

### **First Hour**

- Working with New Clients.

- Answering common questions from Clients (such as “why go to a credit repair specialist when they can do it themselves”).
- Obtaining the proper information to start your client file.
- Best practices for obtaining Credit Reports.
- Reading a credit report and understanding all the codes.
- Spotting Identity Theft and determining information to report to the police dept. when making a claim.
- “Identity Theft” vs. “Mistaken Identity” (and appropriate methods of removal).
- When to dispute to the Credit Bureaus and when to dispute to the Creditor.
- Avoiding frivolous letters from the Credit Bureaus.
- Q and A throughout.

## **Second Hour**

- Advanced Tips and Tricks for removing Bankruptcy’s, Foreclosures, and Short sales.
- Four items that have no Statute of Limitations.
- Properly worded explanations that work to remove an item.
- The difference between “Collections” and “Recovery.”
- Violations of collections and recovery.
- Removing lates.
- How to speak with creditors, collections and attorneys. What to say (and what not to say).
- Q and A throughout.

## **Third Hour**

- How to obtain fees and stay within the law.
- What a lender looks for.

- Answering common questions from your clients (for example: regarding length of time it takes to repair someone's credit).
- Rapid Rescoring: How it works, where to obtain it and when to use it.
- The "Business" of Credit Repair: Where to find clients, marketing tips and ideas.
- Attracting and working with "Affiliates" and scaling your business. Denise's 1 hour method.
- Reviewing a credit report (advanced and in depth).
- Q and A throughout.

## Your Certificate of Completion

Be sure to give us the address to send your certificate!



# NOW IS THE TIME TO START A CREDIT REPAIR BUSINESS

Starting a credit repair business is easy and your timing couldn't be any better for this lucrative business opportunity. Over 80 million Americans have poor credit. Most do not understand the credit reporting system and will gladly pay good money for someone to help improve their credit. Why shouldn't that be you?

A credit repair business is one business that will always earn a profit. Even in the most troubling economy, a credit restoration business will succeed and prosper. Nearly eight out of ten Americans struggle with their finances. This very quickly takes its toll on their credit worthiness. Maintaining good credit is a necessity in our society and during troubling times, people tend to rack up more debt and fall behind.

With so many people in need (and that need growing daily), a credit repair business is also an ideal home-business. It needs no certification, requires very little investment, is easy to do (if you keep organized and follow the simple rules) and it generates revenue immediately. It's also the ideal home business with close to zero overhead.

## **A credit repair business**

- Is recession-proof
- Excels during tough economic times
- Is easy to run from your home
- Can make you money immediately
- Is easy to start with very little investment
- Pays for itself after just a few clients
- Is a great supplement to your existing business and clients.
- Does a service for your community.

## **Credit repair brings in new streams of revenue and passive income**

Learning the basics of credit repair enables you to start a new business immediately. It's something you can easily do in your home or office because all you need is a computer, a phone and a printer. Helping others repair their credit history and have a fresh new head start on life is extremely rewarding. While it's true that consumers can do this very same work themselves, most are afraid or lacking the skills to communicate with credit bureaus and negotiate with creditors. This is where you come in to help.

# STEPS TO LAUNCH YOUR BUSINESS



## **Get a copy of your own credit report to study**

You are entitled to one free copy a year, and there are three major credit bureaus to see reports from: Equifax, Experian and Trans-Union.

## **Learn everything you can about the Credit Reporting System**

Read the Fair Credit Reporting Act and the Fair Debt Practices Act (in your bonus materials. Read and study as much as you can.

## **Understand your role in the process**

Once you obtain your clients credit reports, you can then work with that client to correct any mistakes, acting as the intermediary between them and the credit bureau or creditor.

## **Understand what you are selling and be careful what you promise.**

A credit repair company cannot claim to “erase” negative items that are accurate and have been present on a credit report for less than seven years. However, many accurate but negative items can be removed with a bit of finesse if you learn the right negotiating tactics and approach the creditors and collection agencies in the proper manner. Here’s the good news: 79% of all credit reports contain errors. This means that MOST credit reports contain errors. Those errors come off very easily with a few clicks of your mouse. Simply removing errors will improve a score almost immediately.

Once you've accomplished that, you can further enhance a credit report by negotiating the remaining negative items.

### **Work smart and minimize the number of hours you spend working**

The most common mistake more entrepreneurs make is in managing their time poorly. Time spent creating dispute letters and handling paperwork can eat up hundreds of hours and drop your hourly earnings very low. This is where software comes in handy. It can help you to work "smart" by saving you hundreds of hours by automating.

# HOW TO PROMOTE AND MARKET A CREDIT REPAIR BUSINESS

Now that you have everything in place, it's time to start promoting and marketing your credit consulting business.

Call other local credit repair businesses to get an idea of the services they offer and the types of fees associated with these services. In our own PRO software we give a breakdown of suggested fees. Some credit repair specialists don't charge fees at all. For mortgage brokers and auto dealers the reward can be greater in generating leads and closing more loans. Go through all the information you can find, decide on your fees and services, and get ready to advertise.

Dress professionally and meet with local merchants who deal with financing: mortgage brokers, real estate agents, auto dealers, etc. If you've signed up for a Client Portal account and have a website, this will be a plus. Many mortgage and real estate professionals will require you to have a portal and a site before referring clients to you.

Create flyers, brochures and business cards. Give a brief description about your services and contact information. We already provide these in the Credit-Aid Pro Bonus materials. Post flyers everywhere you can. You may also want to place small ads for your services in local newspapers, church newsletters and periodicals.

Offer friends and family your credits repair counseling services for free, and then ask them for a letter of recommendation. This will quickly help to build your client base. Word of mouth is the very best kind of advertising.

You may want to consider giving credit repair and debt seminars or classes to teach people how to help themselves. Give talks at high schools and colleges about ways to stay out of debt. The students will go home with the information you have given them, plus your business card or brochure and tell their parents, who could end up as your next clients. We have many customers who give seminars and buy our software in bulk to resell or give to attendees.

## ADDITIONAL WAYS TO MARKET CREDIT REPAIR

### Billboards

These are great to be seen every day by the drivers passing by, but traditional billboards can be very expensive, however we are also starting to see small **portable billboards** on the side of the road. These are a nice affordable alternative.

### Mini Portable Billboard



### Magnetic Sign on the side of your car

These really work! Everywhere you go, people will see this and you can't beat the price!



## **Flyers and Brochures**

These are also excellent affordable ways to advertise your business. You might try hanging them in restaurant and shop windows, grocery stores, laundromats, a local college, on light poles, bulletin boards, etc. Make sure you are aware of the laws in your city and that you are not violating them by placing your marketing material where it is not allowed. Also consider offering your marketing materials to referral partners like accountants, auto dealers bankers, financial planners, mortgage brokers, real estate agents, etc. Their clients are in need of your business. Some credit repair companies pay for these referrals.

## **Local Newspaper Ads, Shopping guides**

Newspaper ads can often be very affordable. As with all marketing, your job is simply to get your services in front of as many people that need them as possible.

## **Internet ads, Craigslist Ads, YouTube, Your own web site**

You can't beat free advertising!

## **Direct Mail Marketing**

This can become costly and they can be difficult to track, so test in small quantities first. Create 5 -10 possible direct mail pieces and then try sending them out in groups of 200. Evaluate the productivity by assigning different 800 phone numbers or website addresses. Be creative! Think about where your customers would be, what they would be reading, looking at, etc. and then place your services in front of them.

## **Additional Marketing Ideas**

Promote your credit repair business vigorously. Advertise, and offer bonuses to raise awareness of your business - such as free counseling, free consultations, free credit report assessment, lotteries, quality information and resources, and so on. It's not difficult to establish your credit repair business and make money, provided you keep the interest of your client as the most important aspect of the business. Always start with someone close. Start with friends, family and colleagues. That will get the word of mouth rolling. Go out of your way to do an exceptional job! Your good work will be rewarded by word-of-mouth promotion and endless leads.

To kick start your credit repair business offer a limited time discount; and make sure to give your best effort, so those that take you up on your offer will send you more business through referrals.

## Start small and work out the kinks before you expand too quickly.

As a credit consultant, you should start to build your business locally before expanding too fast or going to the internet. If you build your credibility early, when you branch out, you will have experience and a history of customer satisfaction to back you up.

Stay honest with your clients. You are providing them with a very important service. They must trust you and your business. Credit repair can be confusing to many. Reassure and give them the information they want. This will enhance your credibility and increase your credit repair business well into the future.

## If you've purchased our Software be sure to download your Bonus Materials

We include Marketing Art templates in your Credit-Aid Pro Bonus materials. In there you will find professionally designed marketing materials (in English and Spanish) that you can customize to make your own.



Your bonus materials are legal documents, contracts, power of attorney, guides, marketing materials (brochures, flyers, business card layout) and more (in English and in Spanish). If you have any trouble opening bonus materials, you probably haven't downloaded the entire zip file.



**Your bonus materials are downloaded as a zip file. You do not need special software (like “Winzip”) to open a zip file.** Windows (windows explorer) will open a zip file just like opening up any other folder. Once it's open, drag the contents to your desktop. For more help with zip files click here: <http://creditaid.zendesk.com/entries/139455>

## Microsoft Publisher

The marketing art we provide in your Bonus Materials were created in Microsoft Publisher. To edit these files you must have Microsoft Publisher. Microsoft Publisher comes with Microsoft Office Professional.

### If you don't have Microsoft Publisher

Download a full-functional 60 day free trial here; <http://office.microsoft.com/en-us/try/> Make sure you download the one that says **Microsoft Office Professional Free Trial**. To work with our Marketing Art Templates be sure to get the version of Microsoft Office that has "Publisher.

Here is an alternate offer: <http://office.microsoft.com/en-us/products/> and here is yet another: [http://office.microsoft.com/en-us/products/get-microsoft-publisher-FX102159668.aspx?WT.mc\\_id=ODC\\_ENUS\\_OATPublisherHome\\_MonTry](http://office.microsoft.com/en-us/products/get-microsoft-publisher-FX102159668.aspx?WT.mc_id=ODC_ENUS_OATPublisherHome_MonTry)

**These links may change over time, so check all three.**

Another alternative is to go to a local copy shop or a Kinko's. They will also have Publisher. It's a very common program for creating business marketing materials.



## HOW DOES THIS BUSINESS WORK?

You advertise your credit repair service. You set up a site. You set up a client portal. You visit Mortgage Brokers and Real Estate Agents and ask for referrals. Clients call and you schedule an appointment with them. When you meet with a new client, you explain the credit repair process and instruct your new client to fill out the contracts making sure every item indicated is filled out correctly.

### These items are given to the client at the first meeting:

- **Fee Agreement Contract** (Explains your fees)
- **Consumer Credit File Rights** (Explains their legal rights)
- **Client\_Recommendations.rtf** (Instruction on how they can do their part)
- **Fair\_Debt\_Practices\_Act.pdf** (Explains their rights)
- **Credit Services Brochure** (optional)
- **Power of Attorney Letter**
- **You will need to order 3 current credit reports** (1 from each bureau)

Explain your fee during your first contact, collect your money, and give your client a receipt. What to charge your client is completely up to you. Some charge for set-up. Others charge monthly. Billing all depends upon your own personal business model and the laws for your state.

After few days of the initial meeting with your client, you will either receive the 3 credit reports...or your client will forward (mail, fax, or drop off) their credit reports and you will draft the dispute letters for each credit report you received from your client. Remember to never dispute more than 5 items at a time to any bureau within a one month period.

Wait for the results to come back and repeat the process if necessary. Lather, rinse, repeat.



If you have a client portal account, this is the safest and most secure way to exchange credit reports and other personal information with your client. A client portal uses bank-level encryption to protect your client's sensitive information, protecting them from Identity Theft.

## WHAT YOU WILL NEED

- A Basic understanding of how credit scores are determined.
- A client's 3 credit reports from all 3 bureaus (Equifax, Experian and TransUnion).
- A basic understanding of what it takes to repair bad credit.
- The ability to read write and communicate well, plus social skills.
- Software to automate the dispute writing process and remind you for follow-ups, and to guide you through the process.

Have your client order a credit report from each of the 3 credit bureaus (Equifax, Experian and TransUnion). The Annual Credit Report Service allows you to write one letter and receive all three reports. Ordering a report by paper mail is the easiest. If the client orders their own credit report they will not suffer a hit on their credit score.

Ordering credit reports is the most important step, because nearly 80% of all reports contain errors and those errors are most often the reason for a low credit score. Simply removing those errors will usually raise the score immediately. Your primary job as a credit restoration specialist is to help your client by disputing information on their reports that you believe to be inaccurate.

Examine your client's credit reports and try to identify accounts that do not belong to your client. Watch for unpaid loans that might not belong to your client because this could be a sign of identity theft. Identity thieves often avoid raising suspicion by first taking out loans, credit cards or lines of credit in very small amounts. If the client never knew these accounts existed, they remain unpaid and very quickly cause devastation to a credit score.

Create a separate credit dispute letter for each of the 3 credit bureaus; mail each one a letter detailing the mistakes you have found and asking that they be corrected. If you find anything that points to identity theft, immediately inform the police so the theft may be tracked; it will also absolve your client from responsibility to a certain extent.

Your business will prosper based on your success as an intermediary between the bureaus and your client. Most people come to a credit repair business for their troubles because they have no time or inclination to learn how it's done. So if you wish to be in high demand you must make your number one priority to act in the best interest of your clients. Make no mistake; this is THE key to the success of your business.

If a report comes back and the item you have disputed remains on the report and the bureau states that the item has been verified, you can send a follow-up letter requesting proof and evidence of verification. You can also request a copy your client's signature showing that they indeed entered into the agreement that created the debt.

Credit repair software will greatly simplify the process. The more efficiently you can streamline your work, the more time you will have for taking on additional clients.

**Some important points:**

The best way to make money is by ensuring that your client is happy. The rest will simply fall into place. And finally, charge affordable fees, and never make unrealistic promises, or step outside the law, regardless of how tempting it may seem.

## SIMPLE RULES TO FOLLOW

- The best way to make money is by ensuring that your client is happy. Happy clients refer their friends.
- To kick start your credit repair business, offer your services for a discounted price for a limited period; ensure that you do an outstanding job for those who opted for the introductory offer.
- Never be greedy with the fees
- Never promise too much
- Never do anything that you even suspect may be illegal, however tempting and profitable that may seem to be.



# HOW TO BOOST A CREDIT SCORE IN 7 EASY STEPS

## 1) Correct all errors on the credit reports

Go through your credit reports very carefully. Especially look for; Late payments, charge-offs, collections or other negative items that aren't yours, Accounts listed as "settled," "paid derogatory," "paid charge-off" or anything other than "current" or "paid as agreed" if you paid on time and in full, Accounts that are still listed as unpaid that were included in a bankruptcy, Negative items older than seven years (10 in the case of bankruptcy) that should have automatically fallen off your report (you must be careful with this last one, because sometimes scores actually go down when bad items fall off your report. It's a quirk in the FICO credit-scoring software, and the potential effect of eliminating old negative items is difficult to predict in advance). Also make sure you don't have duplicate collection notices listed. For example; if you have an account that has gone to collections, the original creditor may list the debt, as well as the collection agency. Any duplicates must be removed!

## 2) Be sure that proper credit lines are posted on the credit reports

This is one of the most overlooked credit repair secrets. In an effort to make you less desirable to their competitors, some creditors will not post your proper credit line. Showing less available credit can negatively impact your credit score. If you see this happening on your credit report, you have a right to complain and bring this to their attention. If you have bankruptcies that should be showing a zero balance...make sure they show a zero balance! Very often the creditor will not report a "bankruptcy charge-off" as a zero balance until it's been disputed.

## 3) If you have negative marks on the reports, negotiate with the creditor/lender to remove them

If you are a long time customer and it's something simple like a one-time late payment, a creditor will often wipe it away to keep you as a loyal customer. If you have a serious negative mark (such as a long overdue bill that has gone to collections), always negotiate a payment in exchange for removal of the negative item. Always make sure you have this agreement with them in writing. Do not pay off a bill that has gone to collections unless the creditor agrees in writing that they will remove the derogatory item from your credit report. This is important; when speaking with the creditor or collection agency about a debt that has gone to collections, do not admit that the debt is yours. Admission of debt can restart the statute of limitations, and may enable the creditor to sue you. You are also less likely to be able to negotiate a letter of deletion if you admit that this debt is yours. Simply say

"I'm calling about account number \_\_\_\_\_" instead of "I'm calling about my past due debt."

#### **4) Pay all credit cards and revolving credit down to below 30% of the available credit line**

The scoring system wants to make sure you aren't overextended, but at the same time, they want to see that you do indeed use your credit. 30% of the available credit line seems to be the magic "balance vs. credit line" ratio to have. For example; if you have a Credit Card with a \$10,000 credit line, make sure that never more than \$3000 (even if you pay your account off in full each month). If your balances are higher than 30% of the available credit line, pay them down. Here is another thing you can try; ask your long time creditors if they will raise your credit line without checking your Credit Report. Tell them that you're shopping for a house and you can't afford to have any hits on your credit report. Many wont but some will.

#### **5) Don't close your old credit card accounts**

Old established accounts show your history, and tell about your stability and paying habits. If you have old credit card accounts that you want to stop using, just cut up the cards or keep them in a drawer, but keep the accounts open.

#### **6) Avoid applying for new credit**

Each time you apply for new credit, your credit report gets checked. New credit cards will not help your credit score and a credit account less than one year old may hurt your credit score. Use your cards and credit as little as possible until the next credit scoring.

#### **7) Maintain at least three revolving credit lines and one active (or paid) installment loan**

The scoring system wants to see that you maintain a variety of credit accounts. It also wants to see that you have 3 revolving credit lines. If you do not have three active credit cards, you might want to open some (but keep in mind that if you do, you will need to wait some time before rescoring). If you have poor credit and are not approved for a typical credit card, you might want to set up a "secured credit card" account. This means that you will have to make a deposit that is equal or more than

your limit, which guarantees the bank that you will repay the loan. It's an excellent way to establish credit. Examples of an installment loan would be a car loan, or it could be for furniture or a major appliance. In addition to the above, having a mortgage listed will bring your score even higher.

# CREDIT REPAIR SOFTWARE

When you're ready to launch your business, Software is a tremendous timesaver enabling you to process more clients in less time. It keeps your client data and disputes at your fingertips and creates powerful dispute letters with a few clicks of your mouse.

Credit Repair Cloud runs online and allows you, your team, clients, affiliates and leads to login from any internet device. It includes a built-in private label client and affiliate portal that will look as if custom built just for you.

## **Credit Repair Cloud: Credit Repair Business Software CRM**

Manage your business, your team, your clients, affiliates and leads in one interface and process credit disputes faster than any other system. You'll love your Credit Repair Cloud.



## Additional Enhanced Services

To help you in every way we can, we offer a suite of additional services to further enhance your software and your business. Most have free trials. Denise can answer basic questions about these products and services. Learn more at [www.credit-aid.com](http://www.credit-aid.com)

**Credit Repair Business Websites** – Get an instant site with everything to launch your business. Change it all by easy point and click.



Visit [www.mycreditrepairsite.com](http://www.mycreditrepairsite.com)

**Make money as a reseller!** – Selling your own brand of software in your own web store, choose your price and name your profit. Visit [www.credit-aid.com/reseller.htm](http://www.credit-aid.com/reseller.htm)

**NEW!** Your own Brand of Credit Repair Software in your own Web Store!

Set YOUR OWN PRICE... & CHOOSE your PROFIT!

Your automated store will take credit cards and send software downloads to customers! Works with or without an existing web site!

“Reseller” Software has no “Credit-Aid” branding or contact information. It's your product!

## Training

For Training and Certification – Visit [www.americancreditrepairacademy.com](http://www.americancreditrepairacademy.com)

## FREQUENTLY ASKED QUESTIONS

### **What is the statute of limitations for debt collection?**

It varies by state. [Click here for a listing](#)

### **What are the Credit Repair Organization laws for my state?**

Each state is different. [Click here for a listing](#)

### **Do I need a special license for Credit Repair?**

No. A Credit Repair License is not required and does not exist.

### **Will I need a Surety Bond?**

It's possible; some states do require a bond for Credit Services Organizations. Don't worry about a huge fee because in most cases you pay only a fraction of the total bond. Also in many cases, you are not required to have but the bond from within your own state. Ask Denise for more information, and visit [www.bondsexpress.com/credit-services-organization-bond/](http://www.bondsexpress.com/credit-services-organization-bond/) for information about surety bonds.

### **What is the statute of limitations for debt collection?**

It varies by state, [click here for a listing](#)

### **Help! I can't download my free credit reports from the credit bureau site!**

Credit bureau websites are unfriendly. Their goal is to make money. We have no affiliation to the credit bureaus. We provide an easy link to their websites where you can order reports, but once you are in their site we can't control how they will respond. Viewing credit reports on a credit bureau site is dependent upon your own computer's settings and your ability to provide the information that they request. We recommend sending report requests and especially disputes by "snail mail." It takes bureaus longer to process disputes by snail mail which often works in your favor.

## RESOURCES FOR CREDIT PROFESSIONALS



[Credit-Repair Cloud](#) - Everything you need to launch, manage and run a successful and lucrative credit repair business!



American Credit Repair Academy

[American Credit Repair Academy](#) - Learn to make unlimited revenue with your own Credit Repair Business. Learn the advanced skills of credit repair; How to get clients fast and receive a steady flow of paid referrals, plus proven methods to use the law in your favor to remove difficult items and achieve a high credit repair success rate.



Make Money As a Reseller

[Make Money as a Reseller](#) - Have potential clients who would rather do-it-themselves? Offer them your own brand of credit repair software in your own web store! Buy at wholesale, set any price you choose. Offer to refund the cost of the software if they come back for your services -- 9 times out of 10 they'll return. We recommend this as an additional revenue stream. Learn more at [credit-aid.com/reseller.htm](http://credit-aid.com/reseller.htm)



My Credit Repair Site

[MyCreditRepairSite.com](#) - Instant Hosting and Website for Credit Repair Professionals. An **Instant Credit Repair Business site** all prewritten and ready for you to start your business (not replicated). Customize as you like and choose your own domain name.\*\***SPECIAL OFFER FOR STUDENTS: Use code CREDITAID2 for 2 months FREE hosting!**



Credit Card Processing

[Credit Card Processing for Credit Services](#) - Apply for a Merchant Account to process credit card payments from your clients.



[CreditKarma.com](#) - We love this site. Free (really free) credit scores and a fantastic "what-if" simulator.



[TrueCredit](#) - TrueCredit's expertise is in providing easy-to-read credit reports, scores, analyses and informative and unbiased content. Receive 24 hour notification of critical changes to your credit including fraudulent activity, new inquiries, new accounts, late payments and more.



[BondsExpress](#) - Information and resource for surety bonds.



[Kall8.com](#) - Need a \$2 Toll-Free number, online fax or a Virtual PBX Phone System? This is who we use in our offices and we love them. They will sell you a toll free number for \$2 a month. It also receives faxes! You can't beat this deal.

## CONTACT US

We give you more than just software and training. We have a mission when it comes to support: Be extraordinary! When you buy our software, what you get goes well beyond what you expect from a software company.

We offer coaches and counselors to help you with the business of Credit Repair. We are here to help you to launch a successful business, not just learn a piece of software.

### **Our Address:**

Credit-Aid Software / American Credit Repair Academy  
10866 Washington Blvd. #447  
Culver City, CA 90232, USA  
Credit-Aid Software Sales: 1 (800) 257-1192  
For the Academy (and Denise) dial extension 704

[www.americancreditrepairacademy.com](http://www.americancreditrepairacademy.com)

<http://www.credit-aid.com>

<http://support.credit-aid.com>

### **Thank You!**

To all our students and software users. Without the support and feedback of those who download and buy our software, we wouldn't be here. We are very lucky to have had so many people over the years think our software helps their business and is easy to use, and we are proud that you still do. Thank you, everyone!

### **For Additional information**

Visit our user forums (<http://support.credit-aid.com/forums>), check out the articles and tutorials in our online Knowledge Base (<http://support.credit-aid.com>)

# NOTES:

Hour 1

## Hour 2

## Hour 3



**American Credit Repair Academy**  
[www.americancreditrepairacademy.com](http://www.americancreditrepairacademy.com)

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