

**Produced in Partnership with:** 





Dear Marine Dealership Professionals,

The revenue opportunity you gain by offering your customers the ability to finance their boat purchases is always significant. However, given the new boat inventory shortages many of you are experiencing in 2021 and may continue to experience in 2022, it is more important than ever for your team to make the most of each boat sale.

Not only can increasing the percentage of customers who finance with your dealership boost your income, but it can also make boat ownership more convenient and affordable for buyers.

That's one reason our team at the Marine Retailers Association is grateful to work with partners like 700Credit LLC to grow the consumer financing resources and education we offer you.

Whether you have an in-house Finance & Insurance Department or outsource your consumer financing to a trusted partner, learning how to read a credit report yourself or gaining the training materials to teach those you work with how to do so can help your dealership become more savvy at consumer financing, better manage spikes in traffic, and cross-train your team.

#### Here's how to take advantage of all the credit report resources we've made available to you:

- 1. Before you venture to the next page of this guide, <u>download the free Adobe Acrobat Reader DC app</u> on your computer (if you don't have it already). This will allow you to take advantage of the interactive nature of this guide. When you mouse over the red numbers, you'll be able to see the explanation for each section of the sample credit report.
- 2. For a deeper dive into this topic, <u>click here</u> to watch a pre-recorded webinar from Ken Hill of 700Credit LLC on: How to Read a Credit Report.
- 3. Finally, for an understanding of the unique credit report features of the three most popular credit bureaus, travel to a special area of the 700credit.com website by <u>clicking here</u>.

Please join me in a big thanks to Ken Hill and his team at 700Credit LLC for their generosity in working with us to create this short, but practical guide and these accompanying resources!

Kind regards,

Liz Walz

Liz Walz

Want more education and resources? We would love to learn exactly what you're looking for. Send me your requests by e-mail at <a href="mailto:liz@mraa.com">liz@mraa.com</a>.

# **CREDIT REPORT**

SECTION ONE: Demographic Information - This section includes applicant's name, including any aliases or misspellings reported by creditors, birth date, SSN, current and past home addresses, current and former phone numbers, current and past former phone numbers, current and past employers

JANE AARDEN 2 MAPLE CT **DOB**: 11/01/1950 **SSN**: 000-00-1234

Date

05/02/21

WESTPORT, MA, 02790

#### **PREVIOUS ADDRESSES:**

	Name	City	State	ZIP	Date Reported
3	5 SILVER RDG	WINDHAM	ME	04062	
	11 HIGH DAM RD	WAREHAM	MA	025171	

ALIASES:

JANE DOE

EMPLOYMENT:

	Employer	Occupation	Date Hired	Date Separated	Date Reported
Current	EMPLOYER X 2015 BROADW LOS ANGELES	AY SUITE 5	02/30/10		
Previous	EMPLOYER Y 111 MAIN ST SAN DIEGO, C	A		02/15/10	02/15/10

**Score Summary** - Includes: Scorecard Name, Score, Code and Code (Score Factor) Description which explain issues that may have affected the score in a negative fashion.

## **Score Summary**

Score Card	Score	7 Code	Score Factor Description 8
6 FICO Risk V2  National Risk Model	<ul><li>700</li><li>502</li></ul>	22 13 18 34 19 35 01	serious delinquency, derogatory public record or collection filed time since delinquency is too recent or unknown number of accounts with delinquency amount owed on delinquent accounts average age of accounts delinquency on bank installment loans too few accounts now current presence of non-satisfactory ratings on accounts or lack of open accounts
Bankruptcy	925	08 K C H B	ratio of bank revolving balances to credit limits or lack of bank revolving account information presence of derogatory accounts recently active or lack of bank, retail or finance accounts presence of delinquent accounts

**Auto Summary** – the Auto Summary separates out the auto-only related loans in one location so they are easy to find and evaluate.

### **Auto Summary**

Total Bal	Month Pay	Total Auto	Open Auto	30	60	90
\$9,048	\$282	2	1	0	0	0

Payment Pattern: Month to Month payment history.

05/01/04/22

CNT:

- 0 Current
- N Current
- C Current
- 1 30 Days
- 2 60 Days

Trades:								- 00 Days
Account Name Account Number	Status	Dat Open Opn/Clsd	Curr Bal Orig AMT	Status Date	Monthly Pay Past Due	30 N	los Rep 60 90	Payment Pattern
TD BANK N.A. 0748M001	30 DAY DEL	09/26/2015 Open	\$9048 \$14,234	09/2016	\$282 -	00	27 00 00	10000000 0000000000
CITIZNSBNKNA 07421069	PAID	10/08/2009 Closed	\$0 \$15,952		\$301	00	48 00 00	cccccccc

**Bureau Summary** provides a summary list of all credit trades lines and sections found on the report including the summary number and rolled-up balances of: revolving & closed accounts, real estate (mortgages), open tradelines, inquiries, public records and derogatory accounts.

### **Bureau Summary**

Public Records:	3	Past Due Amt:	\$1,421	Inquiries:	3	Sales Acctx:	6
Install Bal:	\$31,380	Sch/Est Pay:	\$1,540	Inqs/ 6 mo:	0	New Del/Drg:	3
R Estate Bal:	\$234,005	R Estate Pay:	\$3,128	Tradeline:	10	Was Del/Drg:	1
Total Rev Bal:	\$14,657	Total Rev Avail:	26%	Paid Acct:	3	Old Trade:	01-68

**Trades Summary** - Provides a rolled-up summary of all trades including: High Credit, Credit Limit, Balance, Past Due, Monthly Payment and Available Credit %

# Trades Summary

Total Trades 10	Oldest Trade 01-68	Current 0	Negative 0	History Negative ()	Public Records 3	Collections	<b>30</b> 5	<b>60</b> 1	<b>90</b> 4	Inquiries 3	Inquiries Last 6 0
	Numbe		ligh redit	Credit Limit	Balan	ce	Past Due			nthly ment	Available %
Revolving Mortgage Installment TOTAL	4 2 4 .s 10	\$3	2,429 3,612 \$0 5,032	\$20,000 \$4,000 \$1,000 \$25,000	\$14,6 \$2 \$265,3 \$280,2	256 80 \$	\$0 \$0 1,421 1,421		\$4	\$435 \$0 4,549 4,934	26%

### **Collections**

Creditor/Original Creditor Member/Number Status Narratives	Account Number Industry Code	Date Reported Date Verified Date Closed	Amount Balance
CREDIT AND COLLECTION / DR. JOHN KILDARE 3980999 COLLACCT	98E543182136 Service Professional	09/2020	\$9048 \$282

**Public Records** - Details include Public record type, member code and owner; Plaintiff Attorney Docket #; Dates for filed, verified and paid; and Amount Due

### **Public Records**

ACCOUNT INFORMATION DISPUTED BY CONSUMER

Public Record Type Owner / Member Code Court Name/ Code	Plaintiff Attorney Docket #	Date Filed Date Verified Date Paid	Amount Balance
County tax lien released Individual/ - SO CALIF DISTRICT COURT/ 3051111	- - 45078321	06/20/14 07/26/15 -	\$12,450 -
Judgment Individual/ - COUNT SPR CT SANTA ANA/ 3019999	ALLIED COMPANY - 7505853	- 09/22/13 -	\$1,200 -
Bankruptcy Chapter 13- petition filed Joint Account/ - U S BANKRUPTCY COURT/ 3009999	- - 35054539906234561	- 02/12/13 -	\$100,000 -

**Inquiries** – Details on all inquiries made to the consumer credit file including Subscriber Name & Number, Date and Type of inquiry and Amount.

# 1 Inquiry

Date	Subscriber Name Subscriber Number	Туре	Amount
12/05/13	HEMLOCKS 2313849	-	-
12/03/13	BAY COMPANY 2390446	-	\$1,500,000
10/21/13	HILLSIDE BANK 2240679	-	-

**Consumer Statements** – Information submitted by the consumer to the bureaus that they would like to have reported on their credit file for any potential requestors/viewers of their credit file to be aware of.

### **Consumer Statements**

Date	Consumer Statement
03/30/12	**#HK# ID SECURITY ALERT: FRAUDULENT APPLICATIONS MAY BE SUBMITTED IN MY NAME OR MY IDENTITY MAY HAVE BEEN USED WITHOUT MY CONSENT TO FRAUDULENTLY OBTAIN GOODS OR SERVICES. DO NOT EXTEND CREDIT WITHOUT FIRST CONTACTING ME AND VERIFYING ALL APPLICANT INFORMATION. THIS SECURITY ALERT WILL BE MAINTAINED FOR 90 DAYS BEGINNING 05-01-12.

**Trades (Revolving Accounts)** - All revolving accounts associated with applicant. Trades broken out into three sections: Revolving, Installment and Open Details of all trades including vendor name, high credit limit, current balance, terms.

Trades - Revolving Accounts

Payment Pattern: Month to Month payment history.

0 – Current

N – Current

C – Current

1 – 30 Days

2 – 60 Days

Account Name/ID Account # Trade Type/KOB Status/Acct Type Comments	Opened Reported Paid Bal Date	Credit Limit High Credit Charge Off Past Due	Balance Orig Amt Closed Ind Owner	Month Pay MOS Rep Date Closed	Terms 30 60 90 Payment Pattern
ISLAND SAVINGS/ 1211248 40585525820 Revolving/Bank Credit Cards CURR ACCT / Credit Card, Terms REV ACCOUNT CLOSED AT CONSUMER'S REQUEST	06/14 07/15 - 10/17	\$7,000 \$5,700 - -	\$0 - CLOSED Joint Account	- 18 -	Revolving 0 0 0 B0CCCCCCCCC CCCCC
BAY COMPANY/ 2390446 525556601 Revolving/Complete Department Stores DELINQ 180 / Revolving Charge Account ACCOUNT PREVIOUSLY IN DISPUTE - NOW RESOLVED - REPORTED BY SUBS	01/77 05/12 - 05/16 CRIBER	\$1,400 - - -	\$0 - CLOSED Joint Account	- 99 -	Revolving 1 1 4 7654321CCCC0 0CCCCCCCCCCC
EMPLOYEES CREDIT UNION/ 2390446 525556601 Revolving/Bank Credit Cards CURR ACCT / Credit Card, Terms REV	02/04 02/04 01/01/98 01/23/98	\$10,000 \$7,700 -	\$6,029 - OPEN Joint Account	\$180 99 -	Revolving 0 0 0 CCCCCCCCCCC C0000000000CCCC
STATE BANK/ 1299987 4271008232 Revolving/Bank Credit Cards CURR ACCT / Credit Card, Terms REV	01/99 01/99 05/01/16 06/15/16	\$10,000 \$9,612 -	\$8,628 - OPEN Individual	\$255 85 -	Revolving 0 0 0 CCCCCCCCCCCCCCCCCCCCCCCCCCCCCCCC

**Trades (Installment Accounts)** - All installment accounts associated with applicant within the last 7-10 years. Includes the name of the creditor, the date the account was opened, credit limit/high credit/charge off/past due, balance/original amount, Open/Closed & owner; how long it took applicant to pay off. Will also note their payment history/pattern and may include any late or missed payments.

Payment Pattern: Month to Month payment history.

0 – Current

N – Current

C – Current

1 – 30 Days

2 - 60 Days

14	Trades	-	Installr	nent	Acco	unts
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Account Name/ID Account # Trade Type/KOB Status/Acct Type Comments	Opened Reported Paid Bal Date	Credit Limit High Credit Charge Off Past Due	Balance Orig Amt Closed Ind Owner	Month Pay MOS Rep Date Closed	Terms 30 60 90 Payment Pattern
HEMLOCKS/ 2313849 8285103111261 Installment/Complete Department Stores CURR ACCT / Installment Sales Contract	02/11 02/11 - 06/12	\$1,000 - - -	\$1,000 - OPEN Authorized Us	- 17 - er	024 Months 0 0 0 NNNNNNNNNNN NNNNN
BAY COMPANY/ 2390446 525556601 Revolving/Complete Department Stores DELINQ 180 / Revolving Charge Account ACCOUNT PREVIOUSLY IN DISPUTE - NOW RESOLVED - REPORTED BY SUBSO	12/13 06/16 05/16 06/16 CRIBER	- - - \$456	\$11,050 \$22,350 OPEN Individual	\$465 31 -	048 Months 1 0 4 100000000000000000000000000000000
EMPLOYEES CREDIT UNION/ 2390446 525556601 Revolving/Bank Credit Cards CURR ACCT / Credit Card, Terms REV	03/14 12/14 11/01/19 12/17/19	- - - \$956	\$19,350 \$43,225 OPEN Joint Account	\$956 39 -	060 Months 3 0 0 1CCCCCC1CCC CCCCCCCCCCC
STATE BANK/ 1299987 4271008232 Revolving/Bank Credit Cards CURR ACCT / Credit Card, Terms REV	05/11 05/11 12/01/12 01/15/13	- - -	\$234,000 \$400,000 OPEN Individual	\$3,128 92 -	360 Months 0 0 0 CCCCCCCCCCCCCCCCCCCCCCCCCCCCCCCC

### **Key Terms for Numbered Sections**

- 1. **Applicant Information:** Presents the most current information on the applicant (and co-applicant if applicable).
- 2. **SSN/Age:** Provides the date of birth and SSN of the applicant & co-applicant.
- 3. **Address Information:** Lists any previous addresses of applicant on record. May include the month/year reported.
- 4. Name and AKA Information: Displays any aliases the applicant has on record.
- 5. **Employment Information:** Employment information includes current employer and any former employers on record with the credit bureaus.
- 6. FICO, National Risk Model, and Bankruptcy Scores
- 7. Factors: Codes for activities that were factored into the overall credit score.
- 8. Factor Descriptions: Lists the description associated with each factor code.
- 9. Available Credit: Lists the total amount of open credit in all revolving credit lines.
- 10. **Trades Summary:** A summary of all open and closed loans on record for the consumer including: auto loans, real estate loans, and any open installment loans.
- 11. **Inquiries:** Provides a list all recent inquiries made on the consumer credit file, including the subscriber's name and code.
- 12. **Trade Lines Revolving Accounts:** Lists details on all open revolving accounts including loan type, current status, credit limit etc.
- 13. **Payment History:** This section provides details on the type of loan and the payment history of the consumer.
- 14. **Trade Lines Installment Accounts:** Lists all installment accounts associated with applicant within the last 7-10 years. Includes the name of the creditor, the date the account was opened, credit limit/high credit/charge off/past due, balance/original amount, open/closed, and how long it took applicant to pay off. It will also note their payment.



Ken Hill is the Managing Director of 700Credit, the largest provider of credit, compliance and soft-pull products for Automotive, Marine, Powersports and RV dealers in the US. With more than 35 years of experience, Ken is widely known as an expert in the consumer credit and compliance industry and is a frequent speaker at major industry events, providing insight on key trends and issues facing vehicle retailers today.

After graduating from the State University of New York at Fredonia, with a bachelor's degree in Computer Science, and a minor in Mathematics, Ken worked at Bell Atlantic Integrated Systems, where he was a programmer working on communications, scoring and analysis programs that utilize credit bureau data. From there, Ken served as president of Microbilt for 8 years - a company that specializes in providing credit information and collection data to multiple industries - before landing in his current role as the Managing Director position with 700Credit in 2007. For over 14 years, Ken has been providing strong leadership both internally at 700Credit and externally throughout the industries we serve.

Learn more at: www.700Credit.com

