

BECAUSE LIKE IT OR NOT, CREDIT *matters!*

You've got a lot of scores.
But there's only one that
impacts just about
everything.

CREDIT

the loan you get
the price you pay
the home you buy
the insurance you carry
your stress levels
if you get the job
if you can afford school

Your credit score
is one of the most
important numbers
in your life.

IT'S THE MOST COMMON QUESTION:

**Why does Credit Karma tell me my
credit score is 680...**

but my loan officer gets a DIFFERENT
score when she/he pulls my credit?

THREE VARIABLES THAT IMPACT SCORES

BUREAU

Which credit bureau
it comes from.

BRAND

Which brand
is purchased.

& DAY

Which day
the score is pulled.

This mini guide was designed to give you the basics to get you started on your credit improvement journey and to teach you what your parents and schools failed to!

Why Does Your Credit Score Matter?

Having strong credit is a *vital part* of our overall financial health.

An excellent credit score can determine what school you go to, where you live, where you work, and the level of stress in your daily life.

The best part is a strong credit score can dramatically reduce your borrowing costs and help you build wealth over time!

Your 3-digit credit score sums up the likelihood you'll repay your obligations. The higher your score, the better, as it signals to lenders that you are a lower risk for future debt and a good steward of your debt and finances. When your score is low, however, lenders may shy away, choosing not to approve you for a new loan or raise interest rates to cover their risk.

Credit Bureaus and Credit Score Brands

The three national credit bureau agencies are TransUnion, Experian, and Equifax. They manage nearly 300 million unique credit reports, and they do not share report data with each other. All lenders and collection agencies can report to the credit bureaus, but they aren't required to. Some report to only one bureau, some two, and most large ones report to all three so the data can differ at each bureau.

In addition to the three bureaus, there are several brands of credit scores – don't be fooled into thinking there is only one or that they are all the same. Credit scoring companies don't have their own data sets; they use your credit report data from each of the bureaus to create your credit scores. **Over 90% of lenders use FICO® scores** to make loan decisions because they've been proven to be the most predictive scores on the market – they have the recipe that lenders trust most. But with high quality comes a higher price.

Many consumers use credit-monitoring tools like Credit Karma® and IdentityIQ® to obtain their credit reports and scores. These websites provide VantageScores®.

While VantageScores® are still predictive of risk, use a similar scoring range, and use the same bureau data sets as FICO® credit scores, they assess risk differently, which means that you are likely to wind up with scores that are very different from your FICO® credit scores. If you are planning to make a major purchase soon, MyScoreIQ® is a great credit monitoring tool to track your three-bureau reports and FICO® scores.

THE TRUTH ABOUT *credit scores*

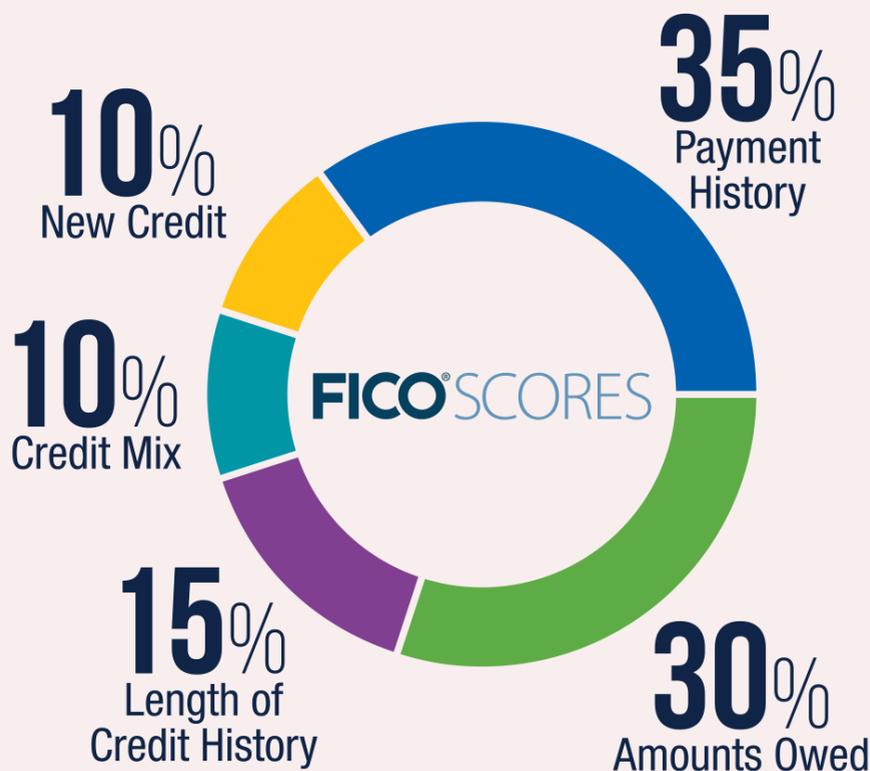
Your credit bureau data updates every day!
So don't tattoo that credit score on your body -

You have **MULTIPLE** scores determined
by **MULTIPLE** brands that change **DAILY**.

EACH BRAND USES A UNIQUE RECIPE

Since FICO is the most trusted credit score brand,
let's look at how FICO Scores are calculated:

Negative credit (35% of your total score) and **positive credit** (65% of your total score) will impact your score differently depending on the **brand**.





PAYMENT HISTORY 35%

What is it?

Late marks: 30-180 days late.

Charged-off accounts: Debts that are written off a bank's balance sheet after they went severely past due. The defaulted balances are still owed.

Collection accounts: Debts that are in default and have been sold or assigned to a collection agency.

How we help you improve it:

Stabilize Charged-off Accounts. We coach you on how to stabilize your charged-off accounts to avoid getting sued and/or stop new collections from being added to your reports. We also provide settlement services in-house and through our attorney partnerships.

Remove Derogatory Marks and Accounts: Through our credit bureau dispute services, we challenge derogatory marks with the goal of getting them removed now vs. waiting for them to age off when they are 7-years old.

Misreporting Negative Marks: This can be addressed through federal escalations once we have tried repair and have documentation to prove the misreported item.

Sue Creditors Who Fail to Comply With Laws and Regulations: We partner with a law firm that will file suit and not only force the correction of the credit issue but will also put money in your pocket.



A lot of credit repair companies stop here, only addressing the negative 35% of your credit. That leaves out 65% of your credit - and a whole lot of opportunity for improvement!

DID YOU KNOW?

like your

AMOUNTS OWED 30%

What is it?

The percentage of your available credit limits you're currently using on your revolving accounts.

How can I improve it?

Pay it down. Focus on accounts in this order: closed accounts with balances first, accounts with recent lates next, then young accounts. Unless you have an account with high interest rates – pay that off first!

Consolidate. No funds to spare? Let's discuss the pros and cons of using a debt consolidation service to reduce the monthly payments and interest rates!

Loans. If you have a high enough credit score and reliable income, check with your bank about a debt consolidation loan to pay down debt.

Build. If you don't have at least 2 open, active cards, you're missing out! Open a new card and use it regularly, paying off the balance in full every month. Click here to see our favorite cards.



LENGTH OF CREDIT HISTORY 15%

What is it?

The age of your accounts – essentially, the length of time your name has been linked to credit of any kind.

How can I improve it?

Rental history. Don't have much credit longevity? You can add up to 24 months of rental history to your credit reports with ***Rock the Score*** and through Experian Boost.

Piggybacking. Just like being added as an authorized user can increase your revolving utilization, it can also let you “borrow” the length of a trusted partner's credit history by being an authorized user.

NEW CREDIT 10%



What is it?

Your new applications, inquiries, and recently opened credit accounts.

How can I improve it?

Slow down. Avoid applying for too many accounts in a short time. It will take 9-12 months for your scores to rebound after taking on a new loan or mortgage.

Be consistent. Make sure to make payments to your new card or loan on time.

What is it?

How diverse your accounts are – do you only have credit cards, or a mix of loans, cards, and other credit assets?

How can I improve it?

Rental history. Adding up to 24 months of rental history to your credit reports with ***Rock the Score*** and Experian Boost to give you instant account variety.



CREDIT MIX 10%



Nicole@b2cr.com

Nicole Soares
EDUCATE • EVALUATE • EMPOWER

Now that you understand how credit scores are calculated, it's time to take action. In no time at all, **your scores can transform from a source of stress and shame into an asset you're truly proud of.** Let's get started on a solid credit foundation that will help you build the life you desire!

I'm here to customize a plan that will **help you become your own credit hero, with scores that represent the real, trustworthy, motivated, goal-crushing YOU!**

Don't wait – share your three credit reports and scores TODAY!

During your free consultation, I'll create a unique plan to take you from credit distress to credit success as efficiently and effectively as possible. **Don't wait – especially now that you understand how much your credit scores matter.**

Don't wait – you can get your credit improvement journey started with just a few quick clicks!

Book Your Credit Consultation Call



<https://go.creditbynicole.com/creditconsult>

Get your \$47 Credit Consultation for **FREE**

Because we were introduced by a partner or one of our past clients, we'll provide you with a one-time complimentary credit consultation to help get you on the right track (limited to one complimentary analysis, per person).



PULL & SHARE YOUR REPORTS

To provide you with a customized plan, I need to review your credit reports and scores.

I recommend the monitoring services I trust most. IdentityIQ® and MyScoreIQ®. Both provide access to your three credit reports. IdentityIQ® tracks your VantageScores® and MyScoreIQ® tracks FICO® Scores, so you can always see the whole picture of your current credit.

You will get one 7-day trial for \$1. Please wait to cancel your credit monitoring account until we've reviewed my recommendations and finalized your next steps.



If you've already had your free consultation, no problem! You can request a Credit Checkup anytime.

Request Your Credit Checkup



Get an updated credit improvement plan when you need it most for only \$35!

Past clients find it very helpful to get updated credit analyses before making major purchases to make sure they qualify for the best possible pricing.

Share your current credit reports and scores with me, and I'll send you an updated set of credit improvement recommendations to help you keep improving your credit scores until you reach those nirvana 850 scores!

[PURCHASE NOW](#)