

A STARTER GUIDE FOR BUSINESS OWNERS

Build your business foundation.

Business credit & funding readiness

Practical steps. Clear priorities. A stronger starting point.

01 / FOUNDATION

02 / CREDIT

03 / READINESS

01 / YOUR NEXT STEP

Start with a clear foundation.

Before chasing accounts, make your business information accurate, consistent, and easy to organize.

01

Know your structure

Decide which business structure fits your operations. Confirm formation, ownership, licensing, and ongoing obligations with the appropriate state office and qualified professionals.

02

Put identifiers in order

If forming an LLC or corporation, complete state formation before applying for an EIN. An EIN is a federal tax identifier, not a credit approval. Apply directly through the IRS for free. [1]

03

Keep business records together

Maintain your formation documents, EIN confirmation, ownership details, and required licenses. Use the correct legal name consistently across records and applications.

YOUR FIRST ACTION

Create a single business-information sheet: legal name, entity type, formation date, address, phone, email, and responsible contacts.

Educational guidance; entity and licensing requirements vary by location and activity.

02 / YOUR NEXT STEP

Make your business easy to recognize.

Professional contact details support clear communication. They are not a substitute for sound operations or lender eligibility.

DOMAIN & EMAIL

A domain gives your company a recognizable online identity. An email such as hello@yourbusiness.com keeps business communication connected to your brand.

DEDICATED PHONE

Use a reliable number for customer and business calls. Keep voicemail professional and your contact information current.

SUITABLE ADDRESS

Choose a real operating location or a suitable address service. Check whether it meets the requirements of agencies, banks, and providers you use.

CONSISTENCY CHECK

Compare your business name and contact details across your records, website, bank profile, and applications. Correct mismatches before applying.

03 / YOUR NEXT STEP

Two credit profiles. Different purposes.

Understand what is being reviewed before you apply. Your business profile and your personal obligations are related, but not interchangeable.

PERSONAL CREDIT

Reflects an individual borrower. A lender may review it when assessing a new business or requiring the owner to guarantee repayment.

BUSINESS CREDIT

Reflects information reported about a company and its payment activity. Reporting practices and scoring models vary by bureau and provider.

A personal guarantee means you may be personally responsible for the debt. Forming an LLC does not automatically remove that obligation. Read the actual agreement before accepting an account.

ASK BEFORE YOU APPLY

Will you check personal credit? Is the inquiry hard or soft? Is a personal guarantee required? Where is payment activity reported?

04 / YOUR NEXT STEP

Build with purpose. Manage with care.

Business credit develops through real account activity and responsible management, not simply by purchasing a vendor list.

01

Choose accounts you actually need

Consider suppliers and accounts that fit your operations. Ask about approval criteria, minimum purchases, fees, and which business bureaus receive reports. Reporting is not automatic. [2]

02

Pay according to the agreement

Track due dates and keep payment records. Avoid opening accounts solely to chase a score when the purchases or fees do not make business sense.

03

Review and maintain your records

Check available business reports for errors and use the bureau or provider process to request corrections. There is no single universal business-credit score. [2]

YOUR FIRST ACTION

Make an account tracker: provider, purpose, limit or terms, due date, fees, reporting information, and payment status.

05 / YOUR NEXT STEP

Prepare before you pursue funding.

Start with a specific business need, a realistic budget, and a plan for repayment. An approval is not the same as an affordable offer.

DEFINE THE NEED

Write down the purpose, amount, and timing. Separate an immediate need from a long-term growth goal.

ORGANIZE YOUR INFORMATION

Gather the documents the provider requests. These may include bank statements, revenue records, ownership information, and a business plan.

COMPARE THE COMPLETE COST

Review APR, fees, repayment frequency, guarantees, and collateral. For promotional 0% offers, check eligible transactions, the end date, and the later rate.

TREAT GRANTS AS A SEPARATE PATH

Grant criteria are specific and awards are uncertain. SBA generally does not provide grants to start or expand a business. Do not budget around an unawarded grant. [3]

PAUSE BEFORE SIGNING

Ask for the full terms in writing. If you do not understand a cost or obligation, get clarification before moving forward.

06 / PRINT & PUT IT TO WORK

Your readiness checklist.

A planning worksheet, not an approval test. Mark what is complete and identify the next action.

BUSINESS FOUNDATION

- ☐ My business structure and required registrations are in order.
- ☐ My EIN and legal business information are accurate.
- ☐ My formation and ownership records are organized.

PROFESSIONAL PRESENCE

- ☐ My email, domain, phone, and address fit my operations.
- ☐ My business details are consistent across key records.

CREDIT & FINANCIAL READINESS

- ☐ I understand account terms, reporting, and guarantees.
- ☐ I have a way to track due dates, fees, and payments.
- ☐ I can explain my funding purpose and repayment plan.

MY NEXT THREE ACTIONS

1. _____
2. _____
3. _____

07 / YOUR NEXT CHAPTER

A plan is a start.

Support keeps it moving.

If you want help applying these steps, explore JB Kerry Platinum: business setup review and agreed assistance, Lendavo guided software, and twelve months of partner support and lending coaching.

JB KERRY PLATINUM

Review the program, watch the product video, and decide whether guided support fits your next step.

[EXPLORE THE PROGRAM >](#)

Funding-team access is subject to eligibility. Separate funding-service fees may apply. Program purchase does not guarantee accounts, credit-score changes, financing, or grants.

OFFICIAL RESOURCES

[1] [IRS - Get an employer identification number](#)

[2] [SBA - Establishing business credit](#)

[3] [SBA - Grants](#)

Sources checked October 23, 2026. General education only; not individualized legal, tax, or financing advice. Requirements and offers change. Confirm terms with the relevant agency, provider, or qualified professional.

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