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Hello, my name is Albert Einstein. Actually, my name is Dennis Graf and I, but I'm going to be chatting a little Einstein here quoting him a little bit. And pardon my inspector clues Oh mustache, I just did not quite get it on right. But I think you get the general idea, I promise you, I'm not going to wear this wig through the whole presentation. But anyway, I think I'll just take this off. What we're going to talk about in this video is a detailed 10 step process to help clients achieve personal and business credit, perfection, unlimited funding, grow your law, firm, business unexpect, naturally and help your clients realize their dreams exponentially as well. And now, we're going to get to the Albert Einstein quote here. Everything should be made as simple as possible, but no simpler. That's what I'm trying to accomplish in this video number two. And so let's, and there is Albert, of course, he had a unique way of thinking that he believed that it was very important that he obviously did most of his thinking in isolation, smoking cigars, he was a cigar smoker, just like Winston Churchill stimulate his mind, that's how he did most of his thinking. But when he hit a roadblock, he went and played the violin, or played the piano, which he was world class at both, which he called the comm combinatorial play, which he felt like was absolutely essential to his genius work. And he regarded the creativity as way more important than knowledge, which is very relevant to what the things I'm going to talk to you about here because the knowledge is widespread, and has been widely written about in terms of what the Fair Credit Reporting Act, for example, says, and what the sections are, and people take those and record them. But what is not recorded is the creativity behind using those in the proper way. And so that's what I'm going to try to do. And if you don't mind, Mr. Magic pony, I'm gonna take this wig off here, and get back to the real me, hopefully, hopefully, my hair, I'll never be quite that white. And hopefully, I will never let it be quite combed that way. But I guess if that's the way you invent the theory of relativity, then I guess we have a lot to be thankful for. For his hairstyle. He was quite a guy, quite a guy, personally, and otherwise, he's very engaging man from what I understand. Okay, now, first thing I want to talk about taking advantage of your opportunities. I'm

going to take advantage of this opportunity. But I simply have to tell you the story of where I learned that lesson, back in 1978, as a young man who happened to have his girlfriend up, we were in Chicago at the Hyatt Regency Hotel, I went to a great brunch that morning. And I was standing in line checking out and I saw a man and his wife in front of me getting ready to check out and that's where I learned the story of you need to take advantage of your opportunities. Apparently, the man was checking out. He had the very young man behind the counter. And he I heard the conversation. He was very upset. He said he had checked his bill and there. Hey, I've checked my bill. There's a $60 charge for cars for I don't recognize that. What is that? And young man kind of smug young man behind the counter said, Well, Mr. Jones, that's for the continental breakfast for two. And so Mr. Jones looked at and said, Well, what are you talking about? We didn't have the continental breakfast for two. And the young kid said, Well, Mr. Jones, the continental breakfast was available to you. The fact he didn't take advantage of your opportunity is not the hotel's problem. So I was by this time, my girlfriend and I were almost on the floor laughing about what was going on. But I saw Mr. Jones back up, and I heard him go up and say, Okay, here's my credit card. Those were in the days when you paid the credit card afterwards.

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Here's my credit card. I want you to charge $160 and the smug young guy behind the counter said, Well, wait a minute, Mr. Jones, the bill is $360. And he said, Young man, I have had it with you. I'm not taking it anymore. He said I'm deducting $200 because you were rude and insulting to my wife. And the young man was just beside himself. He said, What are you talking about? Mr. Jones? I wasn't rude, insulting to wife. Mr. Jones said, Young man, my wife was available to you to be rude and insulting to the fact that you did not take advantage of it is not my problem. So I'm deducting the $200. Just as you deducted the $60, you must take advantage of the opportunity. So man, that story always stuck with me, it was very funny to witness quite a comeback by that guy. And so I'm going to take advantage of my opportunities here. Now, let's dig into the 10 steps. And we're going to go deep into them into the mainly the creative, I'll talk about the specific statues. And once they say, What's important is how you properly use them. Because if you don't use them properly, they're going to work against you not in favor of you, we're going to use the we're going to do what General MacArthur did, we're going to attack their weaknesses, not their strengths. That's what that's what we're going to do here. Step one, initial client consult, I'm not going to spend a lot of time on this because you know how to do an interview. But just to say, we're going to thoroughly interview the client, we're going to find out everything about his situation about his personality, about his willingness to follow our program. I like the people who are the type that if you asked him to do 20, push ups, they do 50. That's the type of individual I like the enthusiastic people, you know, the, the kind that as the Marines say, they adapt, they improvise, they overcome and they're there. They get into your excitement. They regard you as, as Tom, the great Tom Brady TV 12, a call on the signals, and they're going to run where he tells you to run. And if they do that, we're going to we're going to do magnificent things together. If I've got

someone that's going to do what they want to do, and they're going to resist or be argue or think they can do this on their own, then it's going to be nothing but problems, got to share goals, what their goals are, and we're going to find out if he has a business if he has a business idea. And so we're going to find out everything, obviously, we're going to look at their credit reports. Now, step two, the client Pep Talk, I'm obviously going to tell them, I can perfect their credit, give them unlimited funding, protect them, as a consumer, get the business. And I'm also going to come up with a specific success and victory plan a goal. They actually did a study of the Harvard Business. Students who were at Harvard Business School, they had a certain number of them wrote down their goals, a certain number of talked about them, others didn't really have any well guess what they did a study 10 years later, the group that had written down specific goals on paper, and read them regularly made 15 times as much money as the other two groups. motivational people talk about writing your own script for your life by writing down affirmations by writing down plans, so on so forth, I'm a firm believer in all that we want early on, we want the client to be thoroughly enthusiastic. Maybe he doesn't quite yet believe that you're going to turn him into this credit lion and this new person that's going to have unlimited funding available to you. But at least he's pumped up enough that he's going to do what you say, and then he will he will get there. Okay, number number three, we're going to I'm sorry, I skipped that. Number three, we're going to pick a lendable name. And we're going to form a separate business entity. Again, I'm going to talk about the great videos that are on LexVid. There's a great video by Danielle Berger, that that goes through all of the notes. So I'm not going to talk about here. It goes through all of the different forms of business entity what their advantages and disadvantages are. The only thing I will tell you is that you cannot use this as a sole proprietorship or partnership to get in the separate business credit which is what you want, where it's not tied to your personal business. So and then there is another great video by attorney Eric's hands come on startup and issues that that you face for all the way from immigration to intellectual property, and other things I would strongly advise you, you watch those two videos. They're great as you as I would not expect anything less from LexVid. But that's that's what that's just watch them. And between the three of ours I think you'll pretty well have covered the waterfront.

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It gave you the list of names to avoid. good name for a business I could have would have the name business management and that pretty well applies to everything because if you have a business you're obviously managing it. Our goal is to get you a name that won't do won't do any harm of you can if if your DBA is a party guy. party guy goods probably not a good name for lending maybe as a DBA. But we want to get you as much money as possible. You can use it as DBA. You're going to choose a separate entity form. Again, we talked about can't be a sole proprietorship we talked in the previous video, LLC LLP Corporation, absolutely essential, do the sub capital X and get an Ei a number from the IRS, that's essential. You got 75 days to elect Subchapter S. My recommendation is that that the client, obviously not try to incorporate himself

and do those things. Even the lawyer, I think it's best, they have services out there that will do your incorporations for you from a company called my corporation to, obviously, how I can't think of the name of the one that the attorney for oj used to. Shapiro started one, late legalzoom.com. So net, yeah, they're, they're another one that will do it. Okay. Get your Ei n number. Now, very important, the information and address on much be an exact match between the incorporated papers with the state and the AI n number you're requesting from the IRS. And it should be consistent at every step of the way. Because otherwise it just slow confuses the process. These these credit reporting agencies have that 1000s millions of businesses in there, so something one letter different can mess it up as an example. My business has, it's a sweet STP, 700 now sweet me, St. 700, spelling it su it 700 No, it's not going to work. It's it's very important, you get that right. If it says STP on your Ei n, apply application, the IRS and as you it on your on your state, you're gonna run into problems with it. So these are the types of things that it's important to have somebody knows what they're doing, because there are landmines in this thing along the way. That's the reason that only like 3% of businesses are getting the right amount of business credit, they should, because they don't, they don't know all about these landmines. They don't know what vendors report to the credit, or they don't know how the credit system works. So So this is, this is a real hidden gem. Get them, I don't care who they are, they walk in, they want their personal credit fixed, I don't care what their situation is, you tell them, we're going to do both, we're going to deal with your personal. But the first thing you're going to do is we're going to get you into the business credit system called clients that want their credit fixed, they want to fix to accomplish something, it's usually to get money. Now, what they don't realize is they could get 10 2030 4050 100 times more money, without any of this hassle they go through on the personal side, if they'll just get in this. So you need to convince them. That's what you need to do. And that's probably what you need to do in your private practice, incidentally, or you should do whether you will or not. That's up to you.

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Build business credibility. Is there several steps, name, address and entity, ei n number bet you need to get a business phone that registers with the National 411 listening. Now people out there thinking okay, well, that's no big problem, I'll just get a phone number. Go to the 411 listing, well, it doesn't work that way. It has to be the National Registry. And incidentally, I think this is a real anachronism, I mean, who use the 411 anymore, very much, maybe they do, but you have to have this at certain point to get the business credit. So you have to go through a what what we do is, there's a company called freedom voice, you call them you get the number from them, that will ensure that it gets listed with the 411 listing the office where I rent the office for most people rent, their number is not listable with the National 411. So you have to get a separate number I use a company called freedom voice, then the then anything is dialed to that number goes directly to the number at your office. But you can see right there that's just another thing that if even a regular lawyer didn't know about people, I Why am I not getting credit? Well, that could be the

reason you need to get it. And then you need to check a week later to make sure it is listed. There is a company called list yourself dotnet we pay $10 and they list you immediately I recommend, do not pass go do not collect $200 whatever that monopoly thing was I go on to list yourself dotnet after you get your number from free to voice list and immediately pay the 10 bucks, and then a week later call them up and check now they're going to give you a when they list on the national directory it's going to be to your area code that your office is in. So mine for instance has 619 I also recommend getting a vanity URL One 800 number, specific number mine is seven all law, they didn't have all law PC. But my number is 8667. All law that's nice to have put on your advertising, so on and so forth. But you need the proper business licenses which if you're using a DBA, you need to register with the the recorder, the clerk, treasurer, whoever it is you'll need certain things from the state of California is a very. But you got so many ways that they get money out your business that Yeah, there's a lot of things right for now you need to get a bank account, business bank account and a merchant account. Now, this is another thing that people don't realize, I've got the names of several banks that will pay you all the way up to $600 to give you a merchant account, which allows you to take credit cards now how often do you find a situation where you have something you need and you want, and yet you're going to find somebody that's going to pay you five $600 to do it, I can I can, I can get that information for you. And that's a great, great thing to know. So whatever are even if you're paying in hard costs, you're going to get about five 600,000 back by them. Now, the business merchant account allows you to take credit cards, the one I have it, it's just beautiful, you I don't even have to have the credit card, I just have to have the number. I go to enter that website, I put in the credit card expiration date, I don't even need the back, don't have to put the person's name in but I do and the funds are in the next day. That's that's the way modern business needs to be conducted. get signed up for the Business Report. credit reporting agencies Dun and Bradstreet, Experian, Equifax, begin building credit, we talked about that in the previous video, you start out with the lower ones build up to the Amazons and Dells. And then you get to the visas and mastercards namics is this process takes all probably four months because it takes you have to sign up for the accounts you have to spend like over a little over $50 with each one. And then you pay the invoice A week later, let's say certainly under the 30 days, and then it takes a while for them to report then you go the next level. But let's say four to four to five months tops, and you're getting revolving credit visa mastercards.

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Now this next next section we're going to get into is is the meat of the credit perfection. This is the longest part of the video, there is so much tech, tech, technical and see and secret information and secret techniques that I strongly recommend of all the techniques available that we're going to spend most of our time us going through this step five, perfecting their personal credit. Again, what is what is credit perfection, really, it's four things. Delete all bad information. Sounds easier than it's done, believe me. But that's add good good information that's very easily done, it's a it's

a matter of writing a check. There are plenty of good brokers out there or convincing your mom or dad or your brother or whatever who has 34 years of great credit to add, that's going to jump your score way up. Once we do this, then the next thing you got to continue to practice great credit, pay on time, never be late. And then the last part of that is the secret. The secret I call tricks, they're actually secrets that that you need to follow some of them common sense some of them nothing more than paying something two or three days earlier than you have been that can jump your score. But we're going to talk about that first. pay your bill before the statement date not after most people don't realize they get a credit card. Now let's say you've got a $5,000 credit card. And let's say you spend 20 $500 a month month on it usually, and let's just say for purposes of argument that you pay it off every month. So let's say you get your statement the 31st of the month, and then you pay it off by the 10th of the following month. Well, what most people don't realize is is that the statement date is the date that the credit reporting agencies will report as what your balance is. So if you owe 20 $500 on a $5,000 credit card on the 31st of the month, then you've got a 50% utilization rate. Now if you pay that off, on the fifth of the month following, it doesn't help you for 30 days because for the next 30 to 31 days until the next statement comes out. It's still going to show you at a 50% utilization rate. And so it let's say you pay it off on the fifth and you run it back up again. Get your statement the next 31st. While you're always going to be at 50% utilization rate, here's how you correct that, instead of paying it on the on the fourth of the month following you pay it three days before the 31st. So you're paying the same amount you're paying 20 $500, whether you pay it on the 28th of the month, electronically pay it, so it posts immediately. Don't send a check. So you're merely changing it a week. But now, because you've paid it off three days before the statement date, your balance is zero, your utilization rate is zero. Now, if that's one of your big credit cards, or if you have, let's say you have a $20,000 credit card, the same things going on, uh, you could jump your credit score by 100 points or more just by that one thing. And that's, that's something you definitely are going to do whenever you're applying for credit. I tell people, what you're you want to monitor your credit, and you want to get stuff off, that needs to come off as fast as possible. But when your credit really matters is when it doesn't really matter until you applying for a job or playing for credit. So these types of things can slide along, but if you know, and you should plan at least two months ahead of time when you're going to apply for credit, because the way we would do it is have you apply for multiple things for credit. But you want to make sure that your balances would be paid off before the statement date, so that that credit score would be high as possible. Now we talked about the three types of credit accounts of information you can get removed. inaccurate, incomplete, that's easy. I mean, something's inaccurate that's or incomplete the neck now something that what about something that's accurate, but it's it's not verified properly? Well, that's the way the law is written. It's obviously the toughest to get off. But you have the right as a consumer absolute right, to verify anything on your credit report, where they got it from, so on and so forth. So you simply, you do a dispute. Now, there's two different levels of thought are lanes of thought on how you do the dispute. First and foremost, I want to tell you, and I just want you to write this down. Never, never, never, never, never dispute anything online. Never, never never dispute anything online. And that's

because you're playing right in the hands of the credit reporting agency. If you do that.

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The first thing that bad that happens is that you are automatically agreeing to arbitration of your claim, not a court claim. You have to opt out of that. If you've already done that, by the way, you've got 60 days, I believe to opt out of that agreement, but that just unveil entails a whole bunch of work on your part. If you just remember again, I'll say it the third time never, never, never, never, never apply dispute anything online. The second thing it does is that it It ensures that a computer is going to review your dispute. Computers are not empathetic, they're not that the system is designed up to deny verifications, your first challenge is to get to become the to have your dispute put in the hands of a human being. And I'll explain why in just a minute. Now, keep in mind that the credit reporting agencies get over 25,000 letters a day that they have to process, there are over 30,000 processors of information that do over 5 billion transactions per month. These people are, for the most part, they're overseas, their minimum wage. They're not schooled in business or contract law or anything of the such. There's outsourced for the mere purpose that is cheap, and inexpensive. It's not it's totally unfair to the consumer the way this process is set up. But that's the way it is set up. If now I'm going to talk a little bit in a minute about how the process exactly works. Now we're going down the line here. So that's the first thing What is it? Is it it's going to be one of those three, it's going to be it's going to be an accurate, it's going to be incomplete, or it's going to be you think you don't know it, probably accurate, but I'm going to verify it. So those two you're going to write and say take it off because it's an accurate and complete these you're going to ask them to verify. Now you got as I was talking a minute ago, you got to put two approaches to the I there's a dozen books out there that I'll talk to you about section 609 review and how you draft these wonderful letters that cite this section and this section and this section and you have to do this and you have to do that now. First thing that's going to happen with that is The ones that are, those letters all look the same, they're probably got a good chance of going in being identified as frivolous, which means you're going to spend 75 to 90 days fighting about whether it's frivolous, you've lost your client all that time. The computer is not impressed with that, well, you know, the, the knowledge, you could have an opinion by Judge Antonin Scalia, or judge learning hand or whoever, as part of that, and that computer is going to look at that. And as I will tell you in a minute, they're going to reduce that letter to a three digit number. So that doesn't help you at all. In fact, it hurts you tremendously because it's liable to be labeled frivolous. In addition, the CRA the credit reporting agency, they get threatened to be sued all the time. What does that mean to them, what's going to happen is that's going to get thrown out, then when you come back with another letter they recommend where you cite all the sections. If you get past the frivolous problem, they don't just totally ignore it, then it's going to go to a computer and it's going to deny the claim. Now, then there's what I call the complimentary requesting, friendly approach, which is the way to go and I'm gonna it's a very elaborate way I do it that I'm going to talk to you about that you've probably there is one

book, there's one one man out there, his name's Ty Crandall, he has written a book called perfect credit, where he nailed it pretty much

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wrote everything I'm going to tell you, he left some things out. But he's the one person I found in this whole business. The other people that wrote the books, the 10, or 11, or 12, I tell people, those books are very good. And they're very great. If you happen to have a whole pack of hot dogs, and marshmallows, and you've got friends and you'd like to have a nice marshmallow and hot dog roast. That's all they're good for is to burn up, burn be burned and toast, marshmallows and hot dogs, they're telling you to do exactly the wrong thing. Now, we had a saying back in Illinois, was in farming country filled out a 3200 people that even a blind Sal will get in a car. And of course, their method is going to get some things off. But it's going to take a lot longer than it needs to it's probably not going to get credit perfection, and so on and so forth. So I totally advise you do not go the route where you're acting like you're going to tell the credit reporting agency, in these legalistic letters, this section says this, you have to do this, they know that they know that they're not going to follow it anyway. You're not putting them on a notice that if anything you you want to you want to lay in the weeds, you want to let them violate the law don't don't tell them, hey, if you don't do this, you're violating the law, because they may be possibly in one instance ever once Well, they might just follow the law to mess you up. So okay, that's the first thing we decide is we're going to use the approach I'm going to talk about in a minute. Now, the fifth question Is this a case of identity theft? If it is, if your client has had his identity stolen, then you have just read the doomsday machine, the law fair and accurate credit transactions act in 1996. As a whole specific section about what credit reporting agencies furnishers of information have to do, when they get an identity theft situation, what we're the way it works is is that if your identity is stolen, someone goes out runs up a bunch of credit, all these consequences follow. Then you get from the Federal Trade Commission, you get a form identity theft complaint, an affidavit, you print that out, you fill it out, there's many things you've got to know the answer to such as when the crime happened, who did it so and so from you just put don't know at this time. But you're going to list all the accounts on there that are there because of identity theft, then you are going to get that notarized or you can have it witnessed, I recommend you have it notarized, then you're going to take it down to the local police station and file get a copy of the police report. When you get that back, you there is 100% absolute demand that the at once the credit reporting agency or furnisher of information gets it. They have to delete it within four days. Their own industry regulations that within credit reporting agency specifically say that if you get it identity theft affidavit, police report, you have to take off whatever is listed in the story for days. That's it, no leeway. Now, if you don't do a police report, they have the right to be jerks about it, which they often are and say that it'll it'll they have to investigate for 30 days. So do the police report. Do that and that takes off anything by the way that in my way I read the statute. I've used it to take off judgment I've written it to creditors that got judgments and demanded that they vacate the

judgment, which which helps. Because even though judgments are not reported anymore for for credit or agency purposes, they still happen to show up when you go for a mortgage because mortgage brokers, bankers, so you want to get those things off. If you've got a identity theft, that there and you follow those steps, everything comes off by law. If it goes past four days there, they violated the law. Now, any specific rules is the last question you talk in the medical area we talked about, there are special rules, and so on and so forth. So let's go back to why you asked me Well, why are you so confident? Why are you so confident that everything's gonna have to come off? Why do you say that? Why you say that? What is it you? Okay, I'm going to tell you why. This is what the law requires. credit reporting to do. They got if you dispute an item, disputed by, incidentally, what I say earlier, never, never, never, never, never dispute online, you always do it by mail that is tracked either certified mail, priority mail or express mail, they don't give you their addresses. So you can't use Federal Express. But you get it and you get a record of it. And you got tracking that prove that they got it on such and such day.

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Priority Mail is faster than certified, express mails, fashion and priority. In any event, once they sign for it, you've got proof they got it, they can't say they didn't get it, the 30 days have started to run right at that point. Now, I've been told by the people that work at by by the people that work there and conversations that takes them six to seven days to get to the mail, because they're getting 20,000 a day, which means on a Monday, they've got over 60,000 pieces of mail sitting there, they're trying to catch up on. So they've already lost a week over the last seven days, they've already lost 25% of their time. There people are under strict guidelines, they only have allowed a certain amount of time to produce or to review these things. So if you've got lots of things that you're trying to get knocked off, for instance, if you point out the fact that you've got an identity theft affidavit and police report, they're just going to take the stuff off, they're not going to waste their time. Now, we've got 30 days to a reasonable investigation dispute to ensure maximum accuracy. That's the exact words of the statute. As I told you earlier, in my view, any reasonable reinvestigation of a claim regarding an account, would would require them to view the documents in question at a minimum. How do you verify a contract or a written debt without looking at the document that just makes common sense? We talked about the case where you would never have a trial in court where a judge would say I'm gonna do it, figure out the contract is I'm not gonna look at the contract or hear from the witnesses. Now, that's what I just asked him that question. That would be a kangaroo court that may happen down in Cuba, or it may happen in Venezuela, but it's certainly not due process. Now, let's talk about one of the credit reporting agencies, what do they really do? What What do they want? What really happens here? Let's talk about the real facts on the ground as I'm going along, you just sit there and think is that reasonable? Is that ensuring maximum accuracy? Here's what they really do. First of all, other than the fact that you from now on we'll never we'll never use the electronic to dispute, but nonetheless, virtually all verification is done electronically without reviewing documents. I call that

the verify verification trap that we've just said they've just set for themselves they've they've hoisted themselves on their own petard as the saying goes that guess what petard was a particular type of blade and apparently they used to hang kill people guards or so with on their own petard I guess what, that's where that saying came from, but they've just just handed you the keys to victory. First thing that happens is wherever whatever your letter is, it goes through what is called? Well, I'm going to say this almost all letters except certainly the ones I write don't do this because I found a way to run a run around it. But every virtually every letter is designed to go to be read by an optical character recognition OCR system that looks for keywords to assign a three digit code. To to your claim. There is no human involvement in virtually 99% of the letters that get sent. No matter what you're like I said you could write 100 page Legal Brief, that's going to get down to three three numbers. That's real justice in it. No matter what you write, it's got to be one of three codes. And incidentally, as I'll talk about, just to jump ahead a little bit 85% of the letters fall in five codes, not mine. account status, inaccurate, amounts, inaccurate, incorrect, or closed account. So

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you don't see anywhere in there where it says, lawyer writing lighting, lawyer threatening consequences or lawyer citing sex. It's it's three. It isn't the words by the way, it's it's three numbers. So it doesn't say not mine. It just that's what it really means. So it all goes down to three numbers. Now, after the optical character recognition, read your letter, it decides First of all, is this a form letter that's being sent out by lawyers or, or credit repair organizations that looks familiar that citing the sections that that they cite, and so it's hard because of it is, we're going to ignore it, we're going to write we're going to write back alone, no, we regarded as frivolous, so on and so forth, we're going to ignore it, and you've lost 75 days, so 100 days for your client. So I think you can see just for that reason alone, why you don't want to write these letters, without citing the sections. Now then you go after the OCR reads the thing and assigns a number, you are operating under what they call the electronic online system for complete and accurate reporting. And what a joke that is what a it's called e Oscar. It's their system to ensure that it's just totally accurate and perfect. They're they're there to help you they're there, you give you your due process and give you a fair trial. And they're gonna do everything I can to ensure this as maximum. That's what it stands for. Now let's talk about what really happened. That code that was issued is issued by E Oscar. So the reading is the optical character recognition. The the code is scanned is by E Oscar, which is the electronic verification system. I talked earlier about 20,000 letters today. 30,000 processors, 5 billion transactions per month. They're done overseas. By minimum wage, people who do have discretion now. They have a job that's thankless the people they talk to are usually angry and chewing them out. They have letters and getting their review. They've got like a matter of minutes to review each one. It's the gets the old one letter after letter is citing the sections. And do you think the guy in the Philippines working minimum wage cares about what the section where the FCRA? As I don't think so. Now, he does have some discretion? So doesn't it make

common sense that you would want to get this guy on your side? As opposed to right off the bat threatening him? Or or, or sightings? Acting, pretending like you're a lawyer, even if you are a lawyer? Just put yourself in that man or that young lady situation? Which What? How does that make you feel just yourself if someone writes you a letter telling you threatening you with something, you're going to react the negative way. And if you have discretion, you're going to use that discretion against that person. Now let's take it a step further after we get this is E Oscar code that's according to them is just set up to Vulcan. So it's makes it perfectly accurate. What What do they do then? Well, then they they take that code and they send it to the data furniture processor, which let's say for argument right now. That's a collection agency. They send that code, they send the name, and then I send it under what's called an automated credit dispute verification form, which just basically says, here's the three code, here's the guy's name, is this account accurate? Please verify now. To make sure that the you've got somebody working at the collection agency who didn't have anything to do with the account you opened? How in the world? Would they know if it's accurate? Especially if they don't review the documents? I mean, in fact, you would probably say to me right now, well, come on, that's just literally impossible to believe they don't look at the documents. That's just absurd, that doesn't pass any left tests, let alone in the form of reasonable procedure to ensure maximum accuracy. Well, you'd be right. They don't have any reasonable procedure because here's what they do. The furnish er never looks at the documents. Never, never, never at that point time and receives them in batches. So for instance, you've got a big credit, got a big collection agency, they may have

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5000 of them a big one or small collections, he may have 25 of them. Now what they used to do, so you're going to get a mass trial like the mob got no and I Italy there was a trial. I watched on TV, they had about 175 men sitting in a dock they were mafia people being tried, you're going to get a mass trial along with everybody else. And here's what they used to do. Yeah, I don't know if you ever watched the bad old old movies where they were two guy in the patent office and he had a stamp. And he was just not even looking at the, at the applications. He was just stamping them either denied or approved. He wasn't doing his job, he was just stopped stamping, stamping stamping, well, that's what they used to do. Now that's bad. That's really bad. But you know what they figured out. That just takes too much time. So now what they do is they populate them all into one, and then hit one button approved. accurate. kangaroo court, kangaroo court, that's what I call it, absolutely disgrace to justice, a disgrace to the consumer a disgrace to the to the to the United States of America, a disgrace to the credit reporting system. If any other business systematically violated the law crisp Congress road, there would be severe and continuous consequences. That's what they do. They do it to save money. They do it at the expense of accuracy, they do it, they ruin lives with it, they ruin your credit with it. And but now you have them, they fell in your trap, the 30 days are gone. They didn't verify using reasonable they didn't look at the docs. Now. Let's talk a little strategy. Just keep in mind where we are in the process.

They fallen in your trap. I talked to you earlier about signing up for this is the strategy about signing up for daily monitoring. Never disputing online. Always dispute by mail tracking. There are certain things it's okay to call on I'll get into in a minute a while I'll get into right now. If you have excess addresses, access phone numbers, access names, superfluous information employments wrong, you can usually get those off by phone call. Just always be nice. Always Be respectful. Always ask them to do it. And they will usually do it. Don't ever argue with them. Don't ever insult them. Don't ever threaten them. If they don't take it off, bye bye over the phone. And you can always you can always write. That's the first things that you address when you look at your material. And you do those by phone. Now, on the now we'll go to accounts, then we'll go to inquiries, then we'll go to the government reported stuff such as bankruptcies, judgments, tax liens of student loans, medical records, so on and so forth. Because there's a different approach, not only for every type of account, but there's a different approach by who the furniture the information is you're going to have a whole different approach towards a credit reporting agency, and an employer and then you are towards a collection agency or creditor or employer. So now let's talk about accounts. You've got an account on your several accounts on your report that show that you're delinquent or your collection or so on and so forth. And we're talking about right now, what we're going to do to get those off regarding writing the credit reporting agency itself, just to the credit reporting agency, your first and most if goal is to get a human being involved in it. Now, you don't want the computer reviewing your claim you want to get a human being involved, you got a lot of reason for that. A computer computer has no empathy or human does. Humans get lazy computers don't. You can tell a nice story. You can it's it speeds the process up for getting them off all kinds of benefits, and you avoid the computer. So how do we do that? How do we how do we how do we get a human being involved? Well, here's what you do. You get yourself some 100 pound or 120 pound paper. Now that immediately ensures that the that the thing is not going to be electronic reviewed because that machine cannot process 100 120 pound paper, it's thick, whatever and it it's so you've you've already won that game. You've now got a human being that's going to review it. Now in your writing with your

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particular person. You got to put yourself in that guy's position. Okay, who is he? Well, he's a young person in the Philippines or in India or somewhere that's making minimum wage. He's probably he's got a whole stack have letters on his desk every day, he works his tail off every day. And the next day, he's got another stack of letters, another stack of letters, he hasn't got time to do much, but just, he can't sit there and spend much time on it. So he's, that's where you're coming from. The books tell you to look as smart as you can and throw these numbers. And so what you should do is look as stupid as you can, if you want to look, you want to dumb yourself down if you're a lawyer. And I don't mean that the people or processes needed are dumb, but they certainly are not lawyers, and they're not going to look at the world the same that you as a lawyer gonna do. I always I first of all, I like to write them in red pin or greening that just makes

you look young. It makes you look like someone those young people might identify with. I even knew, every once in a while, we would draw a happy face that was really well artistically done it that would be at the back of the letter, but you want to misspell some words, you want to have a few sentences that don't make sense. Basically, what you're going to, you're going to ask them to delete something. So you want to get that message across. But you want it to be in a first of all in on a paper that's going to get into the hands of a human being, who can have empathy, so on and so forth. So that's, that avoids the Oscar now that the basic things that you that you want to have. There are also some other things that are very important about it that I always throw in these letters. Some of the most moving and things that are moving tech techniques that have been in existence since the beginning of man let's talk about a few of them. schmaltz smalls is Excel is something is very emotional. I always throw in there something like my daughter is getting married this summer, which she actually was and I need to pay for the wedding. Or I have an operation it's always nice to throw my cocker spaniel is bet Zeke, I always throw bet Zeke and letter Somehow, I always start out the letter compliments compliments, I want to thank you for all the good work you've done for me in the past. propaganda is the best propaganda story I've ever heard in my life was when the United States had attract meet with Russia. Back in the 80s. And there were 1010 events, the United States just completely destroyed him in every event, but in the headlines in probably the next day was Russians finny. Second, and all 10 events Americans next to last. Now, if you think about that, that is exactly accurate. It just happened to convey the wrong what not, not the wrong facts, but it The greater the spite the actual letter of what happened was not conveyed. I put that in the letter I always write you know, it's, whether it's TransUnion or Equifax or Experian. I so enjoy dealing with Equifax they're regarded as the best credit reporting agencies to deal with according to the book to what I've been told. So you've got small to you got bs you got you got. You've got propaganda, you've got complimentary, you've got anything you can do to get that person to like you. That's basically it's as simple as that as opposed to, to come in and add him with a bunch of legal ease that he's not going to like, now you've got this thing in the hands of a person who has the authority and the discretion to dispute some of these things. That doesn't mean it's going to happen in every sense. But basically, it means that you've given yourself the best chance you can get. And I've seen a lot of things come off with these letters that nobody gets anywhere with using the other approach.

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I recommend that your first two letters be handwritten. I recommend they be conciliatory. They never be threatening. They always be and and when you talk to people at those you always never get angry, you never get upset, you always thank them for their time. If they tell you something, you know, that's wrong. Just Just file it away and go back. There's other ways to skin the cat. And if you want to use one of those letters about the third time around, I guess you can although By that time, it's you're six months into this and your clients are really ticked off. They're really they've been charging them every month, you've done nothing for them. I usually use these handwritten

letters only for the credit reporting agencies because that's their monopoly. They're big. They got 30,000 letters A day coming in, they got minimum wage people processing and so on and so forth. Now, if the count the same time, you are disputing with the credit reporting agencies, we're going to dispute with the furnishers. The furnishers are who they are the they are the collection agencies. They're the creditors. They're for the governmental related information, so judgments, liens, bankruptcies, foreclosures, those types of things go through the courthouse. The furniture is actually the look of the particular courthouse that's involved. And so and then then there are other furnitures that are included an employer or past or future employer who has something. So there is a completely different approach, depending on who you are writing your letter to. So I've talked about five entities that you're dealing with. The first is the credit reporting agency. That's the one where you play Mr. Nice Guy, I'm not so smart. But I've, you know, my pet Zeke is having an operation, my daughter's getting married, and I really hope you can help me you're the greatest company there is. And I really appreciate it, and you send it on 120 pound paper, green and red ink. That's what you do with them. Now. We're going to talk about collection agencies, creditors, and of employers, you're going to do just the opposite with them. You're going to come in with what I call the nuclear bomb letter the guns blazing and the Do you feel lucky punk letters as as Dirty Harry in those Clint Eastwood with a said, you're going to hit that person right between the eyeballs when they open their letter, it's gonna say, give them a choice, you can take three seconds to delete this, or that there's 15 pages worth of tree dies of what will happen or what could happen next. I'm not threatening you. But I feel an obligation to lay out what and when it's going to happen, what it's going to cost you at every step of the way. And believe me, it is A Nightmare on Elm Street, it is a because that the first thing that happens is you file injunctive you file complaints with the governmental agencies you file for injunctive relief and you file it in California. I'll tell you right now, if you have somebody that owns a collection agency in Iowa, if they want to try to defend a case like that, they better have $25,000 to spend you get a retainer for that person to handle. They're gonna have to fly out to California. You lay out a carrot and stick letter, which repeatedly four or five times says now. Why don't you just delete the count? Let's call it a day. I've never failed to get that was the letter I used for the Dennis Rouse eight for eight. That letter has never failed me today. I don't use it. Totally unsparingly. But it's so dramatic a letter. It's just grabs them, it gives them less than four days to make a decision. One way or the other. I'm proceeding. I've had them call me that day. I give him my private email. I give him my private number of I've had him beg me please don't go forward please. And it does never threaten some it just talks about you know what you will do as an attorney you're going to protect your client. Now that you the next video, you're gonna know how many ways you can protect him. It's, it's I'm telling you, you you, you are a holder of have way more weapons of mass destruction than you can imagine. And the laws on your side and basically, they would be crazy not to take it off crazy. It would take somebody that's just not thinking properly.

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I always in my letter with my story of the man with the poop two parking tickets of we were taught second year law school. Two men got a parking ticket handed to him. One day one was named Phil he was kind of a normal guy. The other guy's name was red. He had red hair. He was Irish guy, very big burly type guy bruiser type guy. They both were mad because they they showed time on their on their meters. And the first guy that was the old day, put $1 in the thing, put it in the box. That was the end of it. He paid it. Now read he got went home he got madder and madder and madder he decided he was going to fight it in court. He didn't think the policeman would show up well, the policeman showed up to court. The judge got mad at Red finding $100 for his behavior. And he was so angry after that, that I out in the hallway. He got in a fight with the with the placement and killed him. So rad ended up in prison for 35 years and on death row. And Phil on the other hand, had a full life live Sue's daughter go wedding and all the time with the family red had a terrible life in prison. And when the day finally came, his appeals ran out. They were taking him down the old Green Mile to execute him. After they shaved his head and we're ready to put the hood on they asked him if he had any last words. He said yeah, I wish I'd paid that parking ticket. And I use that story and I end the letter with the idea now pay your parking ticket. Let's call it a day. That letter has never been Tell me, the fact that lawyers letter heads on and obviously makes all the difference. But you can certainly figure out a way to draft a letter that's equally, equally persuasive as they say. Which reminds me, the old Al Capone, saying a kind word accompanied by a gun is much more effective than a kind word alone. That was Al Capone. I think my letter kind of lives up to that. It has both kind words, and it has very pleasant opportunities to take the three seconds and delete, or it has some very unpleasant things. So that is how you approach it with a collection agency, a creditor, or a an employer that's just got stuff on there that doesn't belong on the government, you do not use that approach with you. Basically, with the government, you first thing you find out is, is this is this information, 24 months or more older, if it is, then it has gone into the archives, it becomes very difficult to verify, especially when you go through the steps that I will show you that you you object to specific information, maybe one at a time. And most people don't know this, but there is no one that works at any courthouse in the world, or in the United States, that verifies information for a credit reporting agency. It does not happen. They they're too busy. They're not going to do that for a private company. And they don't do it. So how is it then if you wait a minute, wait a minute, you just said that nobody, no human being Nobody works at the courthouse verifies that well, then your question would obviously, how do they verify it? Well, they use what I call the E Oscar squared method, which means it's, it's exponentially it's twice as bad as the other, which the other is just completely ridiculous. So here's how that information gets very, II Oscar, the computer sends a request for verification to LexisNexis, or Pacer the computer and pays for the computer or LexisNexis, the computer responds that this information is accurate. Now, you have a situation where a human being has not been involved in it at whatsoever, you've got two computers, who obviously didn't look at documents, they aren't even human beings. Now how much more illegal or under on a below the standard of a reasonable investigation to ensure maximum so you play on that. And that takes a little longer on those. That then it does the, for instance, the collection

agencies that I'm usually able to get off within a week. But that's what you do with the governmental and we'll get into this very detailed, I've got a deletion board where I've summarized everything for you. And my final thoughts before we get to that deletion board is

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why waste time sending these form letters that are going to get thrown out in. And if it involves a situation, everything that's on a credit reporting agencies report came from a furniture of some sort. So it's usually unfortunately 95% of collection accounts are in with the collection agencies because the the creditor after six months, or in some cases, nine months for tax purposes, writes the account off by giving it to a collection agency, that way, they get the benefit of taking it off their books a big tax write off, they sell them for pennies on the dollar. So most all of them are in the hands of a collection agency, which is those are the people that are most vulnerable to the nuclear bomb letter. I even have a thermal nuclear bomb letter I'm not having to go to yet. But it's even more dramatic than that one, but I've never had to use it. So it's nice to know I've got it. But the bottom line is, I'm going to get those we're going to get those things off for our clients. Over 90% of the collection agency, I told you about the write off after six months. So my recommendation is the Is that you? Absolutely you're supposed to wait a little while in between. But you're supposed to go to the credit reporting agency first, okay, send them a letter, then a day later send that that may not technically meet the statute, but I've never yet in my whole time, have a collection age write back say, oh, gee, I got that letter. All these consequences. By the way, you didn't wait 30 days like you're supposed to to write to me, they're not going to do that. They're going to be scared to death, that they're going to want to get rid of you, they're going to get rid of their problem. So creditors, the collection agencies, employers, strong letters, you might want to start with a little less strong letter to the employer and ask him nicely to do it first of all, because probably you do want to do that because that the the your client may depend on them for a letter of recommendation and so on and so forth. There's no sense that dazing but then tagging But you still have that nuclear weapon in your cat capacity, if you run into that occasional smart, like that just isn't gonna take it off no matter what you say, Okay, now, I promised you a deletion board, or I have tried to summarize everything, I should cover virtually every situation you'll ever face that I shouldn't say that there's always something that comes up. But it's gonna cover 95% or 99%, of things that you will ever face for a client, that how you would handle it, what I recommend, and so on and so forth, how you get things off how you go about requesting, they verify, you already understand that they never verify according to the law, so you always have them, they may fight you for a while, they may do it, but they will eventually fold their tent because they know they don't have a leg to stand on, they have not conducted a fair trial, they have not given you a reasonable procedure, they cannot do it. Because 99% of it is done by a computer that does not look at documentation, so on and so on, and so on. So the idea is to, once you've got them to finish them off real quick, through either an injunctive relief or through whatever. But let's talk about very specifics, what's going to happen, how you're going to

go about deciding this, so on and so forth. Now, I don't have it on here, but I had put this down the road is a question to ask number six. This should actually be question number one, do we have an identity theft identity identity theft situation, if they if you do that, that I could do it. That was the situation. And I was only wasn't talking about doing this lecture again, I would just erase the whole board. Because once you've got that situation, you got the identity theft affidavit, you've got the police report, you just merely send that in to the collection agency, the credit reporting agency, they're not only required to take it off, they're required to stop all collection activity. They cannot do anything with it anymore. It's finished forever done. I take it a step further. If that collection, that creditor got a judgment than I demand that they vacate the judgment voluntarily, or I will sue them for violations of not only the Fair Credit, that factor, but also the Fair Debt Collection Practices Act. I've never had a creditor yet that refused to do it.

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They take it off. If not, I'll go in and do it myself. Then we'll then we'll have a situation where we'll be asking for damages in the lawsuit. So you're holding the golden, the golden goose, you're holding the thermonuclear Doomsday machine, if you have an identity theft situation, that just forget all that they're all gone. I don't care if they're judgments, liens, whatever it is, judgments, getting them set aside vacated, obviously all accounts inquiries, whatever. If that was a result of identity theft, the new law is four days, they have to take them off, they're gonna take them off laid me and they're going to stop, they're done with that account, it's going to be like it doesn't if it does, if they do come back and bother you again, that they're really in big trouble. And then that could happen. So sometimes you smile all the way to the bank when people hand you a gift. But so let's start start with that. Now you've got you're going to have accounts, you're going to have inquiries, you're going to have collection a the accounts are going to be with either the credit reporting agencies or some furniture or some kind we talked about that collection agency, creditor, employer or government body. Government furnishers are going to be dealing with your judgments, liens, bankruptcies, foreclosures, they're the ones that are going to be reporting through the E Oscar squared process I talked to you about which is no process at all. You got student loans, of course, you got medical collections. You got inquiries, we already addressed addresses, phone numbers, names, superfluous information, that stuff all comes off easily. I talked about in the letter the importance of all these smalls bs compliments pet, propaganda, flattery. Let's just talk about pets how powerful that is. Let's talk about our own country's history. I gotta give you two episodes. World War Two. President Roosevelt was visiting troops and one of the islands and he had on his battleship they left and they got out to sea about two hours, discovered that his dog he discovered his dog was not on the battleship so he forced the admirals or the captain's to turn the battleship around and go back just to pick up his dog, which not only stopped all war activity for that time, costs taxpayers 10s of 1000s of dollars. Of course the press got ahold of it made a big deal of it. President Roosevelt being politician he was kind of For a while, when he finally did some say something he said, You know, when I became president, I

knew that I would be subjected to tremendous amounts of criticism that I never in my wildest dreams, thought that my dog would be subjected to such criticism. So that resolve the crisis, when they moved on the pet, the pet card was so strong that the opposition evaporated. The second one was something some of you probably don't Well, maybe some of you will remember that involve President Richard Nixon in 1952. He was selected by Eisenhower to be his running mate. There was a scandal that erupted regarding a slush fund that they claimed that he personally took money that for himself, Nixon, President Eisenhower wanted him to resign, Nixon refused to decided he would give nationally televised speech under tremendous pressure. He gave up he remembered the story about President Roosevelt, he got up and said, talked about how he was a very modestly wealthy man, his wife had a proper republican cloth coat, not a mink, so on and so forth. It never taken money. But he did say, looked in the camera at a highly dramatic moment and said, however, I do have one thing, and I must tell you that I did, in fact accept as, as as a gift. And the audience watching was just aghast. And he said, one of the republican supporters sent my little girls, Julie, and gosh, I can't think the other girls, a little dog cocker spaniel named checkers. And we just love that dog. And I'm just telling you right now, I don't care what the democrats say, I'm going to keep that we're going to keep that dog checkers. Well, that completely turned the whole

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controversy around. Eisenhower was forced to keep Nixon on the ticket. Richard Nixon salvage just purely political career with a cocker spaniel. So that gives you an idea. If you throw in that letter, that you're especially I did have a dog named Zeke, I loved that dog. He was a cocker spaniel. And I thought I somehow weave him in to every story. I talked about my daughter, of course with pride. She's in her second year medical school. Just something to humanize yourself, the red crayon, the pound paper, all of that kind of brings you down, or brings you on the level of a person that's, that's actually doing the reviewing that has quite a bit of discretion, actually. So he never thought when you signed up for this program, that you would be hearing that small bs of complements pets, propaganda, and flattery are important to credit repair. But let me tell you, they may be the best weapons you have not only in the credit repair, but perhaps in your own life, from time to time, it never hurts to compliment people and never hurts to flatter them, it never hurts to talk about their pets, their children, or how great they are. Everybody likes to be complimented. So let's get back to work here. Well, that was actually worked. But let's get back to more traditional approach to this. We've got accounts, we already talked about how we handle them with the CRA is through the 100 120 pound letters, red ink, all the compliments all the above. If it's a collection agency, a creditor or an employer, nuclear bomb, you got three days to decide, if not, this, this one, this happens. They're gonna they're gonna, they're gonna take it off problem. I have not run into a situation yet where that didn't happen, maybe someday it will. And then I'll be faced to make another decision whether to go to a higher level, or whether to just go in and get injunctive relief and really teach them Lawson or whether to probably the next step would be file

a complaint with the with this FTC, the consumer financial, the Attorney General, so on and so forth. Now, we've covered everybody then, except government furnitures. How we're going to handle that. The collection agencies this, the backtrack, have said they will usually take things off eventually they just take so long, I'd rather go right for the juggler with these other people, government furnitures. judgments and liens. I had a whole bunch of stuff to talk to you about that. As I told you earlier on February 20, the credit reporting agencies all three of them announced they're no longer reporting judgments and liens. You know why? Because an organization called the National Consumer assistance plan. This by the way, I just got this article today, so I didn't have time to put it there. That was a plan put together by 31 attorney generals, state attorney generals and the three credit reporting agencies, they had discovered so many Problems with the way they were reporting judgments and liens, that they made them change the rules. Now first of all the cursed me. What about all those people for those decades and decades decades that you victimized that you took advantage of you ruin their credit you could they couldn't get a house they couldn't get a car. What about them? You think you owe them an apology? Do you have any empathy whatsoever, Mr. credit reporting agency for how you hurt them. People don't realize, but credit reporting agencies get more, make more money on you, if you have bad credit than they do, if you have good credit, they make more money by by not following the law in terms of verifications because they save all that money that a real verification would have. So I I hope my anger pops through because it makes me angry on behalf of, of our clients and our consumers. And, you know, I keep that in mind. Every time I have someone in front of my office, what's going on here, how much I dislike these companies, how dishonest they are, how unsympathetic they are to what they're doing to people's lives. So the National Consumer assistance plan, basically reason they reached an agreement, the current Attorney General's with the three reporting agencies. And it's, here's what they agreed to the public read their record data must have your name, address and either your social security number or your date of birth. She does that seem like that's unreasonable?

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You mean, before they were reporting stuff without your name, your Social Security, your date of birth? How do they know it was you? What's it doing on your credit report, if they don't even know what you're? Now second thing that required them is have a data furnisher like x kofax, Experian, TransUnion, wants to report it, then they have to have someone at least once every 90 days from their organization, go to that courthouse and verify it, verify the public records. In other words, you got to really verify we're not gonna let you get away with this anymore. Well, guess what? They announced, we're not gonna put them on, if you're going to make us really verify this. That is true, you're going to make us work. We're going to make us comply with the requirement to have reasonable procedures, that by golly, we're just not going to report him anymore. We're going to show you now how long is it gonna be before the same thing happens to bankruptcies and foreclosures? It's the same problem. That'll be next. That'll be next it may not be for a couple

years. But if it's applies to these judgments and lanes, it's the same company it's the same e Oscar squared the computer to computer verification, the most ridiculous thing I've ever heard in terms of guests this banana republics don't give you a computer trial. You know, Nazi Germany, you got a real trial before you hung, you didn't get tried by a computer. So now we'll go with we've done away with judgments and liens. We'll go talk about bankruptcies and foreclosures, basically, the first thing you find out as they've been 24 months, if it's been longer than 24 months, it's going to be very difficult for them to verify. They. So you dispute it with the credit reporting agency. And you may even write a letter to the governmental body of demanding verification, they will send you a letter back saying we do not verify information such as that for private companies, then you can send the letter you got back from them to the Equifax, Experian, TransUnion, saying, they don't even verify it. So how how can you claim you've verified it. The other way thing you can do is you dispute a detail of it, such as the filing date, type of bankruptcy, docket date, so on and so forth. And the same thing with foreclosures, which are almost always wrong in their details, they become very difficult. So that's the way you go about getting those off. Remember, if you have an identity theft situation, then these come off as well with that identity theft. Court personnel never verify anything for CRS, it's done by the E Oscar squareback that I talked about. Okay. That's how you do that. Now student loans. I want you to a few rules on student loans. They are similarly similar problems with these. Keep in mind in a community property state that if you're a husband and wife, if you're a husband that doesn't have a student loan problem, the wife does. Keep in mind that when you apply for a mortgage, they put them together. So if one of you have a problem, both of you have a problem, you got to get into dressed. There's a program it's called a one time forgiveness plan on student debts that if you make arrangements, and for nine months, you pay a pursuant to that plan, then all of your negative information comes off as a matter of law. So it's a very unique plan. He used to have a similar plan with the IRS, I would have talked about that since they're no longer relevant, I'm not going to talk about it. It's a forgiveness plan, find out about that, look it up, talk to your client about it, and get him a net program that way after nine months, it's off. Same thing in terms of challenging it, he challenged it to the furniture, by detail by detail, so on and so on, find out if they're really verifying which they probably aren't. Medical collections we talked about a lot. The Health Insurance Portability and Accountability Act had to do with an invasion of privacy have, as one of its pinays, that people were having their medical conditions disclosed just by the collection agency, if it said Scripps Cancer Center, then everybody in the world that looked at the collection knew that that person had cancer or worse conditions that were even more private, you didn't want disclosed, so they can't do that they can't even report those. Secondly, so if something says

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hospital a weight loss program, then you know that that has to come off. Now they're getting very, there, they're the policies heading towards not putting these on with these as well. Of course, anything all of these anything over seven years, except for bankruptcies is 10, anything over seven

years is off your report is called zombie debt. So that's that applies across the board, everything. judgments, which are no longer relevant used to be 10 years. And in California, you could they could be as long as lifetime because they could keep renewing them. But that's no longer on your report, it still might affect your ability to get a mortgage loan. So if you In fact, you have to pay those off as part of getting the mortgage loan. So that's just something to think about. But in addition to the fact that on your medical, it can't disclose in the billing the nature, you've got, now you got 180 drew rule, which which was part of this settlement, it's 180 days after the account goes delinquent. Because there were so many problems out there with insurance companies not paying on time that people were getting their credit ruined. So now you go to the doctor, he performs, he tries to collect it usually takes 90 to 120 days for he turns it over. Although most of the doctors I found with when they know that there is insurance is not your fault. They're supposed to be people that are helping people not ruining their health by turning them over, I found most doctors be very reasonable. And in fact, there are a lot of doctors I know will simply not turn people over to collections. Now when I get set up to take people set up people with credit. And to report to the three credit reporting agencies, I will tell you right now, I will never in my entire lifetime. I don't care how much they're delinquent, I will never report them as delinquent. Because I'm an I'm here to help people build their credit not to ruin it, I can extend the amount of time they have to pay, I can do anything, I will never report single person as being delinquent. And a lot of doctors use that same approach. Okay, we talked about the fact that the name can disclose the, the the condition, you also have other alternatives, not only in regard to medical collections, but also in regard to accounts, you can do what's called Astro what's called a goodwill adjustment, where they agree not to report bad information to your to your credit reporting, just as an act of goodwill since you got sick, you can tell them, which is true. I had a client who went in, got approved by his insurance through the government. The doctors at the hospital, as in most hospitals will not do surgery unless there's an insurance approval. So there was no question there was an insurance approval. And then for some reason, his medical insurance just didn't pay it. So he went to them. I actually called them on his behalf. And I said, Look, this guy got approved. It's not his fault. now. Come on, take it off. And they did. They did. I don't know if they ever collected it. I don't know what the problem was with his insurance. But that was what it was. Of course, inaccuracy is come out. We talked about goodwill. You can always claim that the you were told that at the time that you did not, you're told that none of the bill would be your responsibility if it wasn't paid by insurance that's often representation made by them that should get take care of it. There's also a program called charity care where hospitals agree to do certain amounts of care for free for people on public aid, people who've had severe illnesses, so on and so forth. Obviously, if you claim that or if you play that I had a client who, who made that claim, I don't know if it was true or not. But I do know that he got the that the medical bill off his credit reports. I think he actually did have it was on public aid. He he had done some research and he told me what he had done after he had done it in our discussions. So

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that pretty well covers everything except for inquiries. Again, never dispute online inquiries you just basically object require require full verification of using the 120 pound paper method, and challenge them all at once. Because, let's say I had one guy had 58 inquiries, they had a couple auto dealerships and mortgage people that just went completely crazy. They were you know, you're supposed to do one, but auto and mortgage people have a tendency to run it through 10, or 12, or 14, hard inquiries that they, they claim the FIFO people that if it's all done in a similar amount of time, it doesn't affect your score that much. But anyway, you challenge them all at once. Now put yourself in the position of this person overseas, that's got three minutes to work on a report, you think he's gonna verify 58 inquiries, or even 20 or 10, or whatever. So. So that's how you that's how you get those off. And that's a that's a good, good procedure to use just a few special tips. Again, I know I'm wearing myself out here, never just put online, sign up for daily monitoring with all three. Always dispute by mail with tracking. If you've made the mistake of speeding something online, then use an opt out of the arbitration otherwise, you're going to forfeited your your now we talked about, we talked about a goodwill destruct, here's a couple other tactics that you can use, as applied to collection and so on accounts, that really goes certainly towards the non governmental stuff, you can agree, go to what is called a pay for delete agreement, which is put on a universal data form, you can tell the let's say you owe $5,000, you can tell the collection agencies, I'll pay you 2000, that you have to agree to delete that from my report, a lot of times the people at the lower level in the organization will tell you, they can't do that. That's not true. There's a specific form format, universal data form, you eventually work your way through, that's if you're willing to pay something, they can make that agreement with you. Now, if you've got something, you just have to get off here with something a client told me, I just amazed that the creativity of the client clients that are trying to get there, but here's what he told me he did. He said he negotiated all the way through, they refuse to, to, to pay for delete, but they reached an agreement to be paid in settlement, which does not clear up your credit. But he went all through the process, got all the things and then on the final analysis on the check he sent them, he wrote, paid in full, now they're going to get that they're gonna have a choice, they can reject that, or they can accept it now put yourself in their position. You've got to somebody might want to write your check for $2,000 it's cash, you're gonna put it in the bank. Are you gonna at that point, say no, I can't do that, because it says paid in full. Now once you've got the receipt says paid in full, you send that to the CRA and they take it off. So I think we have pretty well covered the waterfront for deletions. I think you're loaded with everything short of the consumer statutes themselves and the court proceedings. I think you're loaded with the specific strategy on everything. And I think you will find these things to be very effective. And, unfortunately, out there, not very many people use this approach. I think most of them use the wrong approach. And I think you'll find this as the better way to go. There was one final point I forgot to make on the medical accounts that because of the nature of the medical accounts that come they arise when people get hit with a medical emergency, usually they Piko scores actually give a 25 to 30 point grace built in upgrade for they they have doubt in other words, they've diminished the importance

of medical collections much below the other ones just because of the nature of it. That was as a result of the HIPAA act of 19. I believe I said it was 1996. And so that was just the final point. Now, we're still talking about we're still in step five about credit perfection. Remember, there were four steps one was deletions, which we thought covered, believe me, I don't know what's left. Secondly, there's adding adding good accounts, then there's continuing with good credit practices, and then some secret tips that we'll be talking about.

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Okay, now, I've got here what I call the credit perfection board. We have talked about what a credit score is an actuary table, the ability to pay, we're going to be talking about adding accounts here, and we're going to be talking about by looking at the credit factors, how you can see how how much difference would make the credit score is made up of five major factors payment history 35%, which now that you've gotten all the negatives off, that's as perfect as is gonna get with the exception of what we add. But we're going to have with no derogatory is your 100%. So it's a perfect payment record. utilization rate is the total amount of credit you've access versus the total amount you have, let's say you have $20,000 in credit, you have 10,000 access, that gives you a 50% utilization rate, you want it to be as low as possible 1% or so is the best 30% they say is acceptable I, I prefer let's get it down when we're applying for credit as low as possible. But but it will be what it will be. Now are there are ways to to, to change that figure. And you can either raise the bridge, or you can lower the water, if you're wanting to make the gap between the water and the bridge big. The way you can raise the bridges is you add a credit authorized user trade lines, which raise the amount of of credit you have, let's say you have $20,000 in credit right now and $10,000 in in the amount you owe, your credit utilization rate is 50%. Now if we add raised the bridge, if we add $30,000 of authorized user trade line credit, now your utilization is $10,000 that you owe over $50,000, that is your credit. So you have dropped your utilization rate down from 50% to 20%. Just by adding those lines now, lowering the water, let's say if on top of making that 50 50,000 instead of 20, you decided I'll pay down from 10,000 to 2000. Now you have $2,000. And what you owe and $50,000 credit, so your utilization is 4%. So that's a way to get that down through adding accounts through paying down the actual balance length, the credit history is how long you've had a credit history, both in terms of the oldest account and the average. You say, Well, I can't do anything about how old I am. Well, that's true, I can't change your age. But what I can change is the accounts that are on this credit report that are going to raise this like the credit history. If your mom and dad are 65 years old, they've got a 40 year credit history, and we add to their accounts, this length of credit history is going to jump way up. So again, adding is what is what does that credit mix the same thing. You can add anything, you can add a car loan, you can add a mortgage loan, you can add whatever you need to get that up inquiries. Those are again, the deletions you talked about. Now the adding lines even helps the payment history because if you have a 40 year history by adding your parents, that's obviously more than if you're have only a 10 year history for yourself. So authorized trade lines, or user trade

lines, primary trade lines we're going to add there's a jewelry store card I talked about that cost you $200 you get a $5,000 line, there's another card just like it so you can add $10,000 to your credit lines that will cost you about $400 a year. But 200 of that is as merchandise so you can see what effect that can be dramatically had just by a few of those moves. And in the case of my dentist I talked about the went from 513 to 790. In 14 days, he both deleted everything and added a couple trade lines to his package authorized users.

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The scores, as I told you early go from 350 to 850 an absurdity created just to cause confusion below 500 is bad 506 100 poor 606 at fair 681 seven a good very good 780 is excellent 850 is the maximum. So we talked about delete bad credit, add primary lines. Secured loans are another thing you can actually go into the bank, tell them I want to take out a $10,000 loan secured loan I'm gonna what you do is you take the 10,000 out, you pay the interest on it, the banker puts it in his account and then freezes it so it not going anywhere, you pay a little bit interest, but you have a $10,000 credit line, that's a great way to build credit, credit unions help you build credit. We talked about an authorized user number of trade lines from the family, from a broker, that improves for the five factors looking at everything, but increase. So that's how important they are to get you. Now, some people say they, they don't take that into consideration, that's just not true I, there may be some creditors that that don't give much value to authorized user trade lines. But I can tell you, in the case of my dentist that it was authorized user trade lines that made the difference for him. It jumped in from the data. After we took off all his derogatory, he got up into the 626 30s, the authorized users got him all the way the rest way up there. And he was able to get about $75,000 credit that first round. Number four, you got to practice good credit going forward, you can't do all this and have us fix everything. And then you start defaulting again. And otherwise we'll have to be back to and you know, the more you do it, the more difficult it gets the the harder the longer the account is gone, the easier it is to get off quickly. If you come to me and said I just took a credit card out and I defaulted for two months, I want it off. It that becomes very difficult because the records are fresh, they're available. Not that I'm saying we can't do it, but you have a right to verify everything that is on your credit report. So when you're you do this, right, you're doing all this, by the way, for a reason, you're not going to frame it on your wall, you're wanting to get funding Are you wanting to get a job. So you got to be using the Napoleonic every battle is won before it's fought, you map out when you're going to be applying for credit I like to to to have my clients know at least two months in advance because that gives us plenty of time to add user credit lines, it gives us plenty of time to if we have any deletions left at the get them off. And the plan to pay down utilization rates, so on and so forth, then you had the a US you need see, they're gonna cost each month they're on there, if you're gonna apply for credit, October 1, it doesn't make sense to have an au that's costing you so much every month, on in June, it's not doing you any good. It's not gonna do you any good till October. But you have to factor in a little time for it to definitely show up. Because if it doesn't show up in October, then you

got to wait till November. But we try to plan it so that it hits and I'll say early September, it stays on for 60 to 90 days, that gives you plenty of time, but you've planned it out. So you know, by then I talked about paying your credit card at least three days before, not three days after. There are companies that just to go at how important it is to get the professional lenders on they will evaluate your credit. And for instance, if you have too high utilization rate, they will get a bridge loan for you, which does not report on your credit. So they'll they'll temporarily pay this down, then when you get the credit, they'll get paid back. I mean, that's just beautiful that takes that way, you don't have to be sweating bullets or deciding how can I get this utilization rate down. That's just another thing in there that that they that they have. That that's just beautiful.

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I got to tell you about this, because this is one of my clients come up with this, again, the creative mess of clients is just just breathtaking at times. So this particular gentleman, he had no ability to get a bridge loan apparently or hadn't thought about it. His utilization rate was 60%. He had no way to pay it down. But he wanted credit. I'm not advising you do this as with LA and I'm certainly not saying it's legal, but I'm just telling you what he did. He took the trouble to call every one of his creditors and he probed and and he if you if you ask the creditor will not only tell you what the statement date is, they will tell you to the minute if you get a payment in the day before, they will tell you Eastern Standard Time Pacific Standard Time, what time you have to get that payment in so for instance 959 or 859. Pacific Standard Time is the cutoff date. That means that 856 if you make a electronic payment, according to them, that's going to post the next day. He didn't take the chance to cut not that close but he cut it within 25 minutes now. So he knew that that payment would get credited before it got reported to the credit bureau credit reporting agency which they reported on the statement date. He went in made a payment didn't have the money to pay it, but it didn't correct itself till after the statement date. So basically, he was able to reduce his utilization rate down for purposes getting credit and I've got to give the guy creativity That was really taking things to the next step. Although I'm certainly not advising anybody to do that this quarterly, I would say, not completely legal. But in that case, it got his utilization rate down from 60%, down to 5%. So he jumped 5060 points, it made all the differences in the world. You want to get your utilization rates down either by lowering the water paying the MT yo down, or raising the bridge, adding user trade lines. That gives you a pretty good idea how you can take somebody from 500 to 790 in as little as 14 days if they're willing to pay the money for authorized user accounts, and if you use your arsenal weapons available to get those deletions off. So I need to set up here Second thing I have a special guest that wanted to say a few words here is of someone near and dear to my heart. I was actually a delegate to the republican convention for him in 1980. We got with us former President Ronald Reagan. How you doing gipper? Is there anything you'd like to say? Well, yes. Mr. Gorbachev, tear down this wall. Thank you, Mr. President. That's really good to know. I want you to know, this is a video on credit, rebuilding. Is there anything else that you would say that would be relevant to to credit building? whale? Yes, trust

but verify. Like I told Mr. Gorbachev. Now, that's very good, Mr. President. That is certainly very important in that fact. That's our whole plan. Mr. President Trump verified? I actually aren't my plan is I don't trust verified we base our whole thing on verifying. They have to verify according to the law, and so you understand that, but is there anything you know, finally, your dentist's graph you remember, I was a delegate for you. And that was a big fan. I am a user anything that you would like to say to me, or to the people that are watching this video? Well, yes. Someday, when the breaks are going against the boys rock. I would just like you to tell him to go out there and win one for the grapher.

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Thank you, Mr. President, that I really appreciate that customized goodwill. And you're such a great guy. I met you and what a conversationalist you are how much I enjoyed that. And you're one of our own California men. You are Mr. California as a matter of fact, you drove out in your van after your your convertible after getting a screen test. Little did you know on that drive that you'd end up being governor of California right out of certain a big movie star and president united states. So thanks gipper. You know, I'm going to violate one of the big biggest rules in politics and, and show businesses you should never want to be in the possession of following ronald reagan speaking because he was the great communicator. And but I'm going to do that it was so great to have the president make his his former president making his appearance and give that great speech. So okay, now we're going to get back to work. Let's do step six. We've gone through Step five, we've got the person's personal credit report, perfected, we've got in building business credit, hopefully well along on that process. And so now the next step is to maximum maximize our op and optimize our optimal loans for personal and business credit, using the expert loan brokers, which I cannot stress enough is the way you should go for they These are people who spent their whole life as underwriters or financial wizards, they know what underwriters look for they often have a personal relationship or are usually do have a personal relationship with the people there. They're sending the business every day. The people that are on the other side underwriting are motivated to underwrite provided they they have the right conditions met so that they're able to competitively bid, they they may identify five or six credit cards that come are offering 0% money for 18 to 24 months, they're able to go to them and pit them against one another to give you the highest limit. In other words, they know what they're doing. I just kind of find lawyers are all experts in the sense. Einstein actually said we're all geniuses. It's just that when you measure a fish by how well it climbs a tree, it doesn't look very smart. Now, I don't know what relevance that saying has to the US, but I think it has some, but it's just better to have expert loan brokers, do your loan brokering they're going to get the most money. Yes, they're going to charge the nine to 11%. They're worth every penny of it. You tried to do this on your own and you're just going to you're going to get bad results. You're going to probably permanently harm your ability to get credit. You're going to burn up the wrong the wrong way. Embrace the wrong place, so on and so forth. So just just take my advice on this, we've

got the best people in the world at this. There's your personal credit. Now personal credit, if we're not talking about just credit, but at this point time, you've got their credit fixed. But personal credit, usually, and we're talking about bank loans, and so on and so forth. They're usually based on three things, either collateral, or cash flow. Or you use a method called, or they're based on credit using a method called credit card stacking, which is nothing more than getting a bunch of a lot of credit cards, which add up to a lot of money. The former senator Everett Dirksen, who was kind of the most powerful man in Washington for many decades with Lyndon Johnson said that if you spend a billion here and spend 2 billion there, after a while, it adds up to a little money. So that same principles for credit card stacking, there is no credit card, that's going to give you $150,000. But using five or six of them 30,000 apiece, they can add up very quickly. And they get you the same place except with no documentation, no wait 0% interest, so on and so on, and so forth. Now, if you've got all three of these things, you can get conventional loans or bigger amounts of bank loans, SBA, so on so forth, especially if you have a thriving business but but just for our part, we have gotten you in a position now where on your credit alone, nothing else, your personal credit alone, you will be able to get personal credit, which is what probably most of your thinking that's where you get a personal credit card in your name, American Express, Visa, MasterCard, let's say it has a nice limit. And that's in your personal reports, everything you do your if you run your utilization, read up on your personal credit, credit cards, it will lower your score, so on and so forth. Now the other thing that you can get with personally perfect credit is personally guaranteed business credit cards. This is where you have a business, let's say I had I had a I have a

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and you don't want to do this with a with your what you can do it with your business you got going but then that kind of ties your social security number that business but I happen to have a sole proprietorship and my law practice I used I called dg law, it's my initials. It's a sole proprietorship, I actually personally, I applied for credit, I got personal business credit cards that they had tied to my personal. Again, there's some tremendous advantages to that there's no documents stated income, just like here, it's quick, I told you the Chase Bank story, the person that got 19,000 is massive, the combination of these two, you get yourself up to 780, you got a nice income, obviously that plays a part 0% 12 to 24 months, they actually they're moving longer, the best part of this whole thing is is that 90% of the business personal guarantee business credit cards do not report to your personal unless you default. So for instance, let's say you had $30,000 you owed on your personal credit, and you've got $50,000 in business personally guaranteed credit, you could take that money, pay off your personal which you'd lower your utilization 0% there, it This wouldn't show up. So you would only be moving, we used to say robbing Peter to pay Paul or vice versa, he would just be moving from county a to account B but this effect on your credit score would be dramatic because the one shows up the other doesn't. Now the both of these are personally guaranteed. So if you default, and if you default on these, it's going to go on

your personal credit, there are a couple cards that Capital One, I think reports, these types of cards here, you want to stay away from those, your goal really is to get everything here, because it's got everything this has got accepted doesn't report but really your movement where you want to go in terms of what you actually owe, you want it all on here because it's not going to show on your personal credit. Now with a nice income 100,000 a year, you should be able to get 100,000 with a 780 score. Other all factors removed. Obviously a little less income, you get a little less higher income you would get even more there's kind of a rule that some banks like chase will not loan you more than half of your annual income in in total debt. So if you make $100,000 they're gonna limit it to 50 what they're gonna what they're gonna loan you so the income does have an effect. Now if you're one of those people that you're just cheaper, you're just convinced you can do it yourself or you can interest a loan broker in the doing If you want to try it, then here's what you want to do I, again, I highly recommend you use loan brokers, you'll get much less credit at higher and sometimes substantially higher interest rates. If you do it yourself, you could really harm yourself, you get too many entries too quick. If all those m admonishments haven't convinced you or if for some reason, you just can't find a loan broker, which with a score, like we will get you to that would be highly unlikely, maybe you're not looking hard enough. But if not, and you're just bound to determine you got to do it yourself, then here's what you want to do. The first thing is you have to plan this out like a miracle military campaign, you have to decide when you're going to apply who you're going to apply to, you're going to have to find out who those creditors those credit cards are likely to report to when they pull a hard inquiry on your report. Because after you get three or four in a short period of time, you're not going to get any more credit, they're going to think you're you're pulling a fast one, that's just the way the personal credit system works. Unlike the business system, where the more the merrier, as long as you're paying them on time. Now, you can go to this organization here, credit boards calm, and you can pull up your state. And it will list everything the last two, three years that has been applied for that's been reported to this organization, it will tell you what, which are the three credit reporting agencies each of those credit cards pulled, so you can kind of map out a strategy, your theory is to get it so it's like 4444 that are going to report to Equifax, four to Experian four to TransUnion. That's that guy would give you 12 credit card applications, that's quite a bit of credit to be applying for that. What that's called, by the way is an apple ramaa of their it's a system where you apply for a lot of credit cards at once. Now, taking the apparatus strategy that you're going to use.

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The strategy is meant to defeat the speed of the modern computer as it relates to the credit reporting agencies. And not that many years ago, it took two to three days For inquiries from a creditor collection, or creditor card issuer to show up on your report. So for that, one or two days, you had a free ride, you could apply to 12 or 20, for that matter, and they weren't going to show up for two or three days. Now the speed of the the system is so fast, it's almost instantaneous. In fact, that's the question I have is it instantaneous, or is there still a four or five second delay. So

what what you will do to to defeat this or to prevent this from happen, you want to do the applications faster than the computer rat registers, you got to first figure out through credit boards, or through other means you I actually called every creditor when I applied to using a system like this. And I asked them what what when they pulled most of them will tell you most of the time it ends up being true. So I had a view that for one client, I had a beautiful strategy laid out or he did actually on that one. He had it though, for for forehead 12 apps, he was going to do them, it was going to do the four on Equifax, the foreign experience forum TransUnion, the same day. And then and then he was going to do them so fast that each time he applied, the people looking at that that report would think that he had not applied at all, as opposed if he did like four in a row on Equifax, let's say he would have one, the first person that see none, the second person would see the one before third person and see the two before four. So you'd have 123 instead of 00. You'd have 0123 instead of 0000. In terms of what the creditor is seeing, I hope hope hope that I have not lost you on it. So the way you do it, then if you open you go to your computer, you open for browsers on the computer. You get Mozilla Firefox, you get I guess, Internet Explorer, you get Google Chrome, there is another one I forget what it is. But you get the four applications that you want to fill out for the four credit card companies. And you fill them all out on each browser up to the point where you're going to hit the final Send button. And so you have a meets like that. And then when you get them all forum position, you just bing bing bing bing you send them out as quick as you can. Hopefully that that they pull so fast that it defeats it I'm not sure it does anymore. I think it's virtually instantaneous. Now that all works fine and dandy that strategy. Like I said, you fill out the point of send and then send rapid fire them and then six months later you do the same thing. Now that all works fine and dandy if the information you got scrapped that what happened to this My friend was He had it beautifully mapped out that it would be for unexpected effects for an experienced four on TransUnion. What happened was eight of them pulled TransUnion, I'm sorry, eight of them pulled experience. So that threw him off. Of course, he got declined the last four. And so he had to stop, he still got five credit cards over $70,000. So the strategy kind of worked, but had to use an expert, he would have gotten a lot more money at a better interest rate, so on so forth. Interesting aside, I was later found out through people in the industry that the credit reporting agencies also go to credit boards comm so they know what what you think they're going to pull. And sometimes they oftentimes they pull the opposite. Knowing that you're planning on pulling the pulling a certain a certain credit reporting agency, they will pull a different one just to kind of prevent that from happening, you're now a credit line and you're you're set up to to operate your business, you're set up to finance things like automobiles, you're set up to finance computers, you're set up to you're you're in business, now you've got your chance now to live out your entrepreneurial idea that you have believed for so long is would be a success. If only I had the money, well, you don't have to worry about that anymore, we're going to get to the money. If you do this right now. You've done it with your personal credit, you're only going to have one of those. So that's kind of not finished, because you're going to build on it, you're going to get credit line increases of your existing credit, you will get additional credit. But

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you'll have to wait it six months is slower, and so on and so forth. There's only one, you can't open up. Several companies, don't ever let anybody talk you into setting up another social security number. That's, that's cloud vittime. You're asking for, just walk away from those people. But business was a different story you could set up, you have logistical limits that you will run into, but you can set up multiple businesses two or three a year, that have different activities. There's lots of people out there many successful businessmen own several businesses. They're, they're funding them all separately. They're each business presumably is making profit. That's how business empires are made. Either you take one business and make it like Microsoft or Amazon, or you take several businesses, and you have interest in several those and they all are making money for you. That's the other way, we will give you that opportunity. Keep in mind, if you set up eight businesses and two of them don't work, they go bankrupt. It's not on you personally. The banks are loaning you this money because they believe in you. You're showing good credit. The banks understand that not all, all businesses succeed, you're not doing anything wrong or improper, you're being an entrepreneur and a capitalist. And if it doesn't work out, it's just not going to affect you personally. So this is the way to go with all your ideas, some of them are not going to work out. Okay, the startups you're looking at, if you do this really right, and I'm saying if you're the type of guy, if I tell you to do 50 pushups and you do 75, you're going to get there, you're going to get to that 100k first year, you're going to get there the second year more likely. And then after you get that second year with profitable bank statements, you're you're looking at this continuing to grow that we're generating with the credit. But you're also ended the conventional loans and maybe an SBA loan, which goes up to $5 million. They're very, not freely given out, but they're certainly available, because the government understands that the whole United States is dependent on the business system and business credit. Look what happened when that when that credit cancelled in 2008, or, or in 19, early 1990s, recessions, mass layoffs, we're a capitalist society. And thank God because the capitalist system is the greatest job maker that's ever been history in the history of mankind. shelf Corp. That's again a company, that's two years, four years, whatever, I'll just make sure I'm not totally sold on shelf corpse. I've heard people tell me they're great. I've heard people tell me they're not so great. I think one of the things you want to look for is that if some the A lot of companies look to the date, your bank account was open. If you buy a three year old shelf court that has a one month bank account, you could be wasting your money. I still think they have a merit. But you really need to have somebody knows what they're doing a super Corp that's just mock marketing. It's a

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it's a term that was come up for shelf corpse that were four to six years or older, has a nice name. I mean, it's always nice to have a level of super in it in whatever you're offering. If it ends up Super, or the ultimate or the Emperor or whatever, it's a nice marketing tool. Step eight, supervise businesses and build profitable businesses. That gets into the business law where you're basically,

you've taken this entrepreneur that has a great idea, maybe, maybe there, I had the three girls who are great at cooking, food, graded processing a great holistic food, they don't have a clue how to run a business. So somebody's got to be there for him to make, do all the things that are going to make this business successful, that gets into the business law practice, which those of you who are Business Law Attorneys, please give me a call, I think we can do a lot of work together and come up with a way to make it affordable, would be a lot of people on a program that you could mass produce, and yet do what is necessary and save them the cost of hiring a full time business manager or full time lawyer or full time accountant, or all of those above. So there's a way to make that profitable. But let's say that on a five time return on investment, 100,000 is going to generate 500. That's a pretty good return. That's fair businesses. As we talked earlier, the 5000 times returns Google, if you bought Google and it started out. That's what I'm talking about. But three times even is 300,000. Now, you've taken a startup that had nothing, you've gotten 100,000, you gotten to 200,000. Now he's got the second, let's say, the second year, he makes 300,000 profit, you can see what you've done for that person. That's what's but it all started the mother's milk of it was the business credit building plan and the personal one, you should never use your personal assets. In addition, you can help it to finance a business entity that separately created, it's going to get you into all kinds of problems in terms of piercing the corporate veil, which which means that they you don't have the protection of the corporation or the LLC is going to be you're treating it like it's your own material and private business, which it is. But you have to maintain that same segregation. So you want to build the business credit, use the personal credit for your travel and your meals and you're paying for your daughter's thing or son's thing or so on and so forth. Wedding paying for daughter's wedding, I had that privilege, the center, summer great, great event, but not great for the bank account. But loved every minute of it much more than I love having the money. So then on top of putting her through medical school, I've, you know, couple more years like this, and I'm going to be on the corner with pencils, trying to get people to build their credit. So anyway, that's now Step nine, get the client into big money conventional loans. We talked about the bank loans that they couldn't get when they started up. All of these people Incidentally, or Johnny come lately, where were they when they needed them as a startup? They weren't anywhere to be found that's like, don't know you man. Well, now you got this big business well, now let's not dwell on that. Let's bring them in make them part of this empire you're building, let's get you some really good bank loans, a credit line which you can access as you need it. So on and so forth is always nice. It's based on cash and collateral How about real estate, automobiles, so on and so forth. You've already pretty well covered automobiles, in your in what we did for you. But let's say you want to finance a fleet, let's say you're in the trucking business, you want to finance a fleet of trucks, that type of thing of SBA loans up to 5 million. Okay, we started out with this guy that was sitting at our desk A few years ago, didn't have a clue how he would open a business now, if his business is successful, he we can help him with that taking, taking you up there through our our loan officers, that that we work with, peer to peer loans are are basically loans from a group of people that have put

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amounts of money together and pulled it not big amounts. And when I say not big, maybe 25,000 a piece, as opposed to angel investors who put lots of money in there big time. And then of course, investment bankers are the big money people. And then if you are, this is obviously way beyond my expertise. But if your business is so successful, you have an initial public offering go public with your business. There are people that have between me and the new business, law people out there who are going to be my new associates, we're going to figure out a way to get this done for him. So if it comes to that, we will find an expert to do it. Step 10. is to protect your client if necessary, with over 200 consumer protection statutes all the way to the Supreme Court if necessary. Now, I'm not going to talk about that right now because that's a subject of video three. So we're going to just I'll just tell you that there is a arsenal of what w m d is available to you that will almost take your breath away when you hear what they have. Now, right now, I'm going to tell you if, if you you enjoy listening to me, you enjoy information. I'm going to give you some information. That's not necessarily something you will need. But it's something to do with credit. It's something to do with the credit reporting agency. I think you're going to find it entertaining. It's a lot of history. But it's also information related to it. If you remember the show, show laughing. It was what they called pot pourri. It's actually popery. It's French word, it means a little bit of everything. It means we're going to cover fill in the stuff that isn't the vital stuff. But it is stuff that I think is relevant and important. And I'm going to throw in some anecdotes and things that particularly an area of casino credit that that I have been familiar with since the time I was 20 years old. So let's let's hunker in, if you're not interested in any of those, or any of the special guests we have coming up at the end and Mr. Mann Jia ponies probing questions that he's getting ready for me, then please don't feel obligated to do so. But I think it'll be fun for you. So let's talk about a bank credit score. Now this is a bank credit score is a sub system within the business credit reporting score, it's it amounts to an evaluation of how much bank credit you'll be allowed to get. All you need to remember is to get what they call High Five score. Now, what a what a bank score is based on, it's based on the average amount of money you've had in your bank account for the last 90 days, it changes every day, because it's for the last 90 days. So if for instance, you September 1, would be for the next 390 days, September second third be to one day, that would be different, so on and so on. So it's a rolling average. And it's a makes no difference what it was, before that 90 days, it's this is a way for the bank to tell people or to decide for themselves. What how what, what type of customer, what's your chances to pay 999 to 5000 is high three 5k to 7k, mid mid for 7099 99 high for 10k to 30k is a high five, that kind of opens the floodgates for you now. When I say the average balance for 90 days, that means the average balance for 90 days, you multiply your balance each day times one and you aggregate it. So for instance, for a 90 days, for you to have a 10,000 average balance, you would need to have $900,000 total balance divided by 30. Did I calculate that right? Yes, divided by divided by 90 10,000, a $10,000 per day average. So for instance, if I put $50,000 in my account for 10 days, multiplying that times 10 is 500,000. I'm already halfway there. And it's only 10 days, it's an average of your 90 days. Now they might look at it kind of funny if if you got 89 days a $1 and

then all of a sudden you have 100,000. But nonetheless, that's what the rules are. And you know, so so you want to once you get to where you're let's say you're got a good business going you got $20,000 average bank in your bank, you're going to be able to get generate some pretty significant credit

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now. Bank related credit agencies, if you do anything that that checks that the bank's agree was wrong, you're going to be reported by to report called chexsystems or tele check. For instance, if you default on a bank account, have too many NSF so on and so forth. It's going to show up there, they're going to keep it on there for five years, and you're not going to in effect be able to get another bank account anywhere. There are a couple exceptions but telesis chexsystems is accepted by over 80% of the banks. tele check not quite as much. But these companies are arrogant. There are total monopolies. They are ripe for an antitrust suit. class action. I hear those things are in the pipeline. And they they have no due process. They have no system they they're criticized for how sloppy they are letting inaccurate information involved. I actually had a client who had something wrong on the report, he kept sending him information, they would send him the same form letter back. This went on for 90 days, I finally got involved in it, sent one of my nuclear bomb letters to the legal department mentioning those words. And at 6:15am my time, the day after my letter was delivered FedEx, I got a call from the chief legal officer at chexsystems. Friendly as could be, and then he realized I was in California, he apologized, so on and so forth, but I have a letter to them at this point. And they are among the worst of so if you have a something like that on your check systems, you need to get fined it because for five years, you're going to be blocked from getting another bank account. And they're there. They're very, they're smart, they're very arrogant. And they they, they don't like having to verify things. And they usually do it by form letter. So anyway, I pass that on to casino credit, something near and dear to my heart, a little personal story for you. In August 1974. I had a planned Las Vegas trip. And I knew the bank credit system was somehow tied into casino credit, if there's a place called central credit, if you take out a line of credit anywhere in the world, major casinos is going to show up on central credit because they don't want gamblers being able to go out and borrow 50,000 here and 30,000 there and all around the country, that's what they'll do, they'll fly from place to place. So they came up with a system that reports there are a few exceptions like in Las Vegas, there's two or three hotels that don't use it but basically everybody use it and it's instantaneous. If you go to the Mirage and you lose $25,000 and then you walk down the street to the to what used to be the desert Inn or the currently the Wynn hotel, and you apply and you go to take credit, they're going to know that you just lost 25,000 down the street. So it's pretty instantaneous. The casino credit system is not all that big in relative to the whole us banking system. But I had a plan Vegas trip I had just read a wonderful book called beat the dealer by Edward Thorpe, a mathematician who came up with a blackjack system that gave the player a 10% advantage. The casinos hadn't figured that out yet. And I also read a book called The memory book by a man

named Harry Lorraine and the great basketball player Jerry Lucas out of Ohio State and played for the New York Knicks Wilt Chamberlain said that guy gave him more trouble than anybody else he ever played against. But so I had a combination the memory I had a great mathematical skill myself, and the book on how to memorize how to beat the dealer. And I plan my Las Vegas trip for my March 519 75. trip out there. I which hard to believe but next Tuesday, March 5, that will be let's see. 4044 years ago, my time flies.

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I practiced every day for for all those months I I found out about the high five score you have to have to get a $10,000 credit limit at Las Vegas because I had also found out that if you had a $10,000 credit limit back in those days, you were comped they paid your airfare you and your girlfriend out there first class, all your room food and beverage was taken care of. And then you had to do a little bit of gambling $25 a hand but I had practice I was wanting to do some gambling. So I went to my banker I convinced him to take out a secured loan for 10,000 put it in my bank account freeze it, I racked up a high five number. That casino gave me 10,000 credit flew my girlfriend and I out first class from food beverage. I remember on the airplane I was sitting there by this my girlfriend and that we had earphone music which I had never heard before. And I just thought my god life can't get any better than this and what a trip that was. I was amazed when I got there they referred to as Mr. g can we do anything else for you? And I actually had a very successful trip I actually won several $1,000 I had promised my banker neighbor neighbor I wouldn't blow it all right. I walked out of the casino that night. The last night knowing I was going on a winner saw my idol Wilt Chamberlain and talk to him for about 15 minutes we talked about basketball and we talked about life we talked about girls I don't know if he wanted to talk to you. He looked at my girlfriend more than me but that's well for you but what a nice trip that was. So if you're into now they changed the casino rule since then the they that because of the The dealer. So they did away with the single deck and all that, but that was the good old days did. But that gives you a little sample how central credit works. If you want to set up a line of credit in Vegas, just get your balances up for 90 days. And then then you've got then you've got credit. One of funny story I will tell you real quick, since we're kind of on the free time here is that during that trip in 1976 75, my 21st birthday I went to a restaurant and vay in Caesar's Palace called the ASO was a great Japanese restaurant. I got to be friends with the waitress and the and the, the chef there. And for all over the years, I would call and get them to be the people. But anyway, I went back there in 2016, which was 41 years later, and I went to the same restaurant I had the same waitress and the same chef so that you don't see that in very many places. Now you've got the money and central credit. What about the collection methods? If you go out there and you lose your shirt? Well, before 1965 I heard all kinds of stories of that course bugs we hit seagull and Virginia Hill, he borrowed too much money and they shot him through the head. She gave all the money back that they had scanned skimmed from the from the mob partners. She actually testified in the Kefauver hearings and I won't say what it was, but just urge you to look it up. It was the most

colorful testimony I've ever seen from a witness that left the committee with their jaws slacked and drawn. She was quite a, quite a quite a witness. Tony cornero was another man was borrowing money he kept to finance the frontier hotel. He kept borrowing from the desert in Arizona desert and owners he went next door was playing.

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He was a guy in great health perfect health didn't smoke didn't. He was playing a game of craps. All of a sudden mysteriously had a heart attack. The glass that he drank from disappeared, it was never investigated. It's pretty obvious to me what happened. Another person Gus Greenbaum and his wife. Gus didn't want to work for the casino. He didn't think they decapitated his sister in laws. So he convinced him to work for him. Then he didn't want to leave. And they kept telling him to leave and he said no, and they didn't want to do any harm to him in Vegas because the publicity but he went back to the Phoenix and faced this. He and his wife had the same fate as his sister in law. Of course, the great show casino lefty Rosenthal, Tony the and Spilotro. They ran the the the sports book, lefty Rosenthal invented the sports book at the Riviera hotel. And I was actually going out there during that time, quite a bit. I actually met him I did not meet Tony the end, but they tried to blow him up in a car, he just got saved, as you saw in the movie casino and he and his brother got beat the dead beat to death of baseball bats. And so, in 1965, the government told the mob, you got a disaster, we're gonna come after you. And so the mob kind of got and then the Kefauver crime hearings, the mob kind of got out of Vegas in terms of direct ownership, they got into the indirect like laundry and salon laundry service and that type of stuff. But then Howard Hughes came to down 1969 at all became corporate gambling deaths till the 1980s were unenforceable outside of any state so you could go out and lose your shirt, and they could do nothing about it. Now it goes through the district attorney, the myth that you get your legs broken or that people fly out three goons and convince you to pay that's just a myth that doesn't happen anymore. They're uncollectible or no more than a regular business, maybe even less. The district attorney collects them you can make payments. I told you the also story and central credit incidentally is excellent to work with. So if I hope this gives you a little sense of how that works for those out there who are gamblers who enjoy playing I would just give the admonition don't lose any more than you can afford to and enjoy yourself and it's nice to not have to have cash to carry around out there. I actually had cash I lost my billfold had pickpocketed a couple times with a lot of cash in it. So I use markers now all the time for my for my gambling routine. And so I think we've pretty well covered the the 10 steps. I guess we've got one more special guest that's going to appear before I leave Mr. Louie Armstrong has agreed to make an appearance and I'm interested to see what Louie has to say.

2:15:04

See trees a green, red roses to I see them bloom for me new. And I think to myself what I want?

Yes, I think to myself while I want Oh, yeah.

2:15:30

regulars question Does any other law firm or company offer such a 10 step holistic interview to supreme to the Supreme Court problem?

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The question was is any other law firm or any other business for that matter offer this type of this 10 step program which takes you from the initial client interview all through the process of perfecting your credit to maximizing your funding to repeating the process and shelf corpse and existing businesses. And then through the process, we're going to talk about video three about about protecting consumers, the answer is no, I don't know anybody out there that has put this whole thing together. Obviously, this is not just me, I'm not doing all this work. But I am the person who I guess after the 41 years experience, the experiences I had a running businesses, the largest private medical weight loss company taught me a lot about business. And a lot of research the last year and a half a lot of a lot of contact with the players that be I have about 17 different companies that I work with, through this process. The lenders alone have there's over 1000 credit card issuers they have over 200 credit card credit people they work with. So you can see the numbers, I'm kind of again, think of me as Bill Belichick as the general manager of all this. I can't do it all I really want to not do the litigation. I could do it. But I would rather have a there's a great litigator out there in the Southern California area in terms of fair credit, credit repair organization, that's a very lucrative business to be in. Because your fees are paid by the by the defendant. And there's I will run into all kinds of people that have been wronged. So those people should definitely contact me. And no, I don't think anybody else has put this concept together. There are certainly law firms that that do a lot of it. But I don't think anybody does it on this level to this depth.

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What motivated you to be so passionate about this program and law area?

2:17:46

Well, like so many things in life, people get motivated by tragedy, I actually had a friend had problems with his credit, they wouldn't fix it. He unfortunately ended up committing suicide over it. And so I really don't like these people. I take every case, personally, I don't consider my job done until I've accomplished everything that I want to not that I promised, I accomplished way beyond what I promised. But that's why I'm so passionate about it, because of not only kind of making up for that tragedy that should have never happened that was caused totally by the

consumer reporting agencies unnecessarily, the damage it did to that person in his family and his life, or his wife or new children and all that. And also at the same time helping everyone that comes through the door. As I say my business is helping everyone exponentially exceed exceed their wildest dreams. And that's what my purpose is.

2:18:45
Should attorneys tried to do the whole program themselves after watching this video?

2:18:50
She had attorneys tried to do this program themselves the whole thing after doing No, they shouldn't. We are all have our own area of expertise. Some of us are great at something, some of focus on something, what I'm giving them as things that they can do along the way to help. Certainly if it's, if it's a small problem, a person has a couple things they need be deleted. They've got the tools to do that. But if they really want to do this, right, the number that we have put up and my private email, they should contact me we should figure out what type of clients they have. We should work together, either the easiest thing for them to do is refer into the business building program refer for the personal services work with me if their business law lawyer or law lawyer than I certainly would be referring back because we need that person obviously litigators out here, particularly in Southern California, but even around the country. I've I got some people that are really go getters, and I mean, really litigators. They're going to fight these companies. They're really going to fight them not just sign up. said a lot of talking about your Heartbreakers in life takers, as the marine say, those kinds of people, I will definitely want them to call me. Because we can certainly, I can certainly use you on my battlefield to carry out the final step or final steps of litigation, and so on and so forth. And then obviously, any of you law for all of the law firms probably could use more money, anybody they could use more money would be, they should call me as well. And it really makes it nice if they themselves go through the program, because then they see how magically it works. What great levels of service are provided by the companies I work with, it's just the business credit building, I'm using I work with a company you will get called by the next day. Probably before that, you will get called at least once per day for the next two weeks just to get you on the right track. Then once per week, the level of service of these companies that I have on my team, and if they didn't have it, they wouldn't be on my team is phenomenal. And so I don't think the thing to do for attorneys is to try to save a few bucks and do this themselves. At this point now after they work with me for a while, a year or so then I think they will be able to do a great deal of it by themselves.

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And then we have the basketball question. Yeah. Should I just say like having basketball, having

basketball help you and or what do you think's a good one to tell us about your basketball career and how that relates? Okay. Tell us about your, you mentioned basketball, tell us about your basketball career and help how it relates to well, the

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basketball career I had and how it relates of everything I've done, of course, relates from the ownership of the weight loss company, so on and so forth. But I really think going back to high school, I was a six foot 160 pound, scrawny kid who wasn't particularly fast, couldn't jump very well. But I practice and I practiced and I practiced and I made myself into an all American Basketball Player. I was recruited by 280 schools, including by the legendary john wooden, whom I actually talked to on the telephone, and the general himself bobby knight, who I went to the University of Illinois to play basketball he coached at Indiana. I actually played against his teams, that his teams that year played his senior year, junior year, lost one game in two years, they were the last unbeaten national championship team. And incidentally, Larry Bird would have been on that team. In addition to the fact they only lost one game except he dropped out because the school was too big for him to went to Indiana State. So we played them. I would like to say we gave them a game, but they just massacred us, we were down 40 to nothing in that game. And they were just a force to be reckoned with. I did set the all time free throw percentage record at the university Illinois 92.3%. Every 32 points a game in high school of including my senior year, I score outscored the other team 10 times. So I had a pretty good basketball career. But I think how it relates to this is that being a fiery competitor is going to come in handy in the practice of law, being a person that will prepare, prepare, prepare and go the extra mile. That's what I tried to do in this program and developing it and also in in using it and I think it's a good thing for every lawyer to have that approach. And I my what I found is that most lawyers do because to become a lawyer, you have to have a certain amount of drive and planning and competitiveness, and so on so forth. Most lawyers are very much sports fans. I love football, my patriots just won the championship. And that was that was thoroughly enjoyable thing. So I think having a sports background is very important. At least in my case. It was