

COMMERCIAL FINANCIAL NETWORK

You need more than data to make smart decisions around providing small businesses with access to capital. Equifax's Commercial Financial Network (CFN) provides organizations with a 360-degree view of risk through traditional and non-traditional types of data to help you improve decision-making and generate revenue.

EMPLOYMENT AND INCOME DATA

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- Identify SMB proprietors who also have a full-time job
- Identify SMBs that are growing and hiring a lot of people

ACTIVITY AND BEHAVIOR DATA

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- Help segment SMBs by proprietors' personal interests
- Help identify the most successful proprietors
- Help identify customers with lots of negative/positive online reviews
- Help identify proprietors who've been involved in fraudulent activity

BUSINESS OWNER AND IDENTITY DATA

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- Know which business proprietors boast a long history of successful business ventures
- Identify if a proprietor has been involved in fraudulent activity before making an offer
- Quickly validate a business' category/type, longevity, and affiliates

WEALTH AND ASSETS DATA

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- Identify wealth profile of SMB targets
- See business owners with home equity available
- Leverage balance sheet data to assess business health

