

A YEAR WITHOUT DNB --- DUN & BRADSTREET REPORTS

By Tom Hoyum, Hoyum Services March 2010

The best credit reports provide accurate, timely, cost effective information with easily usable format. Not just one works well. Now, there are everyday occasions, when different credit reports are useful. Sometimes, a number of reports are needed to determine credit risk.

In March 2009, DNB did not make my best list. Several of my clients stopped buying DNB reports. Will I consider DNB again? Yes, I will and I take their sales rep calls to discuss their reports. I have also offered my assistance.

The best credit reports, in my opinion, were Experian, Equifax, InfoUSA's Credit.net, and Cortera. All claim to use live databases.

Experian says they use 800 variables to determine their score. At times, they are the lone negative rating for a company. They appear to break down the importance of each piece of information. For example, a sales tax lien may be a rare oversight.

Equifax works off different databases than Experian and provides a different perspective.

InfoUSA's Credit.net says it gives ratings from four (4) criteria. They work from 14 live databases and give more company details than most. They help to verify that a small customer is real.

Cortera bases their ratings on payment histories. These reports work for small to moderate size customers.

Currently, for large customers, I am looking for more in-depth credit reports. There are credit reporting companies that expected to attract credit managers and ended up with more hedge fund and private equity fund managers. I will let you know what I find out.

Looking for the best credit information never stops. All my choices are continually reviewed for the best credit reports, which provide accurate, timely, cost effective information with easily usable format.