



SIGN MAKERS/IMAGE BUILDERS

Credit application

All credit applications must be accompanied with either the **most recent annual audited financial statement** or the **most recent annual internal financial statements**, if an audited statement is not available. *The amount and quality of the information in the documents you provide are the keys to earning credit from Persona.*

Customer's name _____ Salesperson's name _____
 Address _____ Type of signage _____
 City _____ State _____
 Current proposal amount _____ Long-term revenue potential _____
 Credit amount requested _____ Terms requested _____

Has customer ever filed for bankruptcy? Yes No
 Has the salesperson offered to charge the customer's credit card? Yes No
 Is the customer willing to sign a personal guaranty? Yes No
 Customer's D&B rating and D&B paydex _____

Financial reference name _____ Phone _____

Bank name _____
 Bank contact name _____ Phone _____

Credit references
 Name _____
 Address _____ Phone _____
 City _____ State _____

Name _____
 Address _____ Phone _____
 City _____ State _____

INTERNAL USE ONLY

Highest credit _____
 Days late _____
 Last invoice date _____
 Other information _____

APPROVING MANAGER ONLY

Credit terms approved _____ Date _____
 Amount approved _____ Signature _____



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Request for credit information

Date _____

To

Dear bank officer:

We are authorizing the bank to release information about our accounts: outstanding, credit line, and payment history, to Persona to be used explicitly for the establishment of credit terms. This information is to be kept in the strictest of confidence.

Signed _____

Print name _____

Title _____

Company _____

Bank account number _____

Dear bank officer:

The above customer is applying for a credit line with us and has given your bank as a reference. Kindly provide us with the following information and send this form back to us at fax number 605-882-3521.

If you have any questions, please do not hesitate to call us at 605-882-2244.

Date account opened _____ Avg balance maintained _____

Line of credit, if any _____ Secured _____

Credit limit _____ Amount now owing _____

Payment habits _____ NSF checks _____

Overall credit rating

Comments

We assure you that this information will be kept strictly confidential. Your immediate response would be very much appreciated.

Sincerely,
Persona, Inc. Finance Department