



Tri-State Funding Group
If You Need Business Funding--We Can Help!



Beware Of Trigger Leads...

(How They Are Used by Disreputable Companies)

As mentioned throughout this website, my primary responsibility is to inform our potential clients of the good and bad of this industry and trigger leads is one by-product that is being abused by some individuals and companies in this field.

How It Works

Every business loan application triggers a lead that is generated when a business applies for a loan. After the application is submitted, the lender will complete a soft pull of the business's credit report. This in turn, signals all three major credit bureaus that the business is shopping for credit. **The credit bureaus then sell this information to other lenders as "trigger leads" so that they can offer their services to those same businesses.**

However, this opens the potential for abuse of those trigger leads by disreputable companies that can misrepresent themselves to mislead uninformed borrowers. **With the slowdown in business that many companies are experiencing today, trigger leads are more prevalent than ever, along with illegitimate offers.**

How To Protect Yourself

One way to prevent trigger leads is to be careful when applying for a business loan or cash advance. **You can do that by knowing exactly who you're dealing with and carefully researching the lenders you are considering doing business with.** This will help protect yourself and your business from disreputable companies, individuals, and offers.

Another option is to "Opt-Out" to prohibit your name from being used by major credit bureaus for sale to other creditors or insurers. You can control access to your file for five years online, or permanently by mail, within 72 hours by registering at OptOutPrescreen.com.

Opting Out will stop unwanted credit offers by mail; eliminate unwanted review of your credit file; and will provide you with an added level of assurance that your credit file will only be viewed by companies chosen by you or your lender.

I hope this information helps with your decision but no matter what your final resolution is, stay informed, protect yourself, and good luck with your business.