

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 quality of the information in the documents you provide are the keys to earning credit from Persona. **Incomplete applications will not be processed.**

project info

CUSTOMER NAME _____ SALESPERSON'S NAME _____
ADDRESS _____ TYPE OF SIGNAGE _____
CITY _____ STATE ____ ZIP _____ LONG-TERM REVENUE POTENTIAL _____
CURRENT PROPOSAL AMOUNT _____ TERMS REQUESTED _____
CREDIT AMOUNT REQUESTED _____

financial info

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

BANK NAME _____
CONTACT PERSON _____
PHONE _____ FAX _____
EMAIL _____

CREDIT REFERENCES

COMPANY NAME _____	COMPANY NAME _____
CONTACT _____	CONTACT _____
PHONE _____	PHONE _____
FAX _____	FAX _____
EMAIL _____	EMAIL _____
ADDRESS _____	ADDRESS _____
CITY _____ STATE ____ ZIP _____	CITY _____ STATE ____ ZIP _____
ACCOUNT # _____	ACCOUNT # _____

APPROVING
MANAGER

CREDIT TERMS APPROVED _____ SIGNATURE _____
AMOUNT APPROVED _____ DATE _____

TO _____

DATE _____

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.

PRINTED NAME _____ TITLE _____
COMPANY _____ SIGNATURE _____
BANK ACCOUNT NUMBER _____

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 605.882.4377. 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