

# What is the D&B® Rating?

Consumers have credit scores, and so do companies. Your D&B® Rating is part of your overall D&B business credit profile, which can be used by lenders and potential partners to help assess your business's credibility.

Your D&B Rating is determined by your firm's fiscal size and overall creditworthiness. It can be important to know the ins and outs of this score and how it may affect your company.



## The Two Parts of a D&B Rating

**RATING CLASSIFICATION**

The Rating Classification is a combination of letters or numbers that indicate how large the company is. This is calculated only if the company supplies Dun & Bradstreet with a current financial statement. These range from SA for companies with over \$50 million in net worth to HH for companies with net worth under \$5,000.

**COMPOSITE CREDIT APPRAISAL**

The Composite Credit Appraisal is a number from 1 to 4 that indicates a company's overall creditworthiness, with 1 being the highest possible score. It's based on an analysis of company payments, financial information, public records, business age, and other factors.

## What Can Cause a Change in Score?



Submitting revised financial information



A change in the speed of payments to suppliers



An increase in borrowing



Concerns about contingencies from lawsuits

Business owners that do not submit financial information may want to consider it as one way to impact their Composite Credit Appraisal. The highest possible score for a company that does not submit financial information is 2.

## How Might a Change in Score Affect a Business Owner?



The most important possible outcomes of a score change for many businesses are:



ABILITY TO BORROW MONEY



FAVORABILITY OF TERMS FROM SUPPLIERS



NEGOTIATING BETTER PAYMENT TERMS



Consider this: Customers interested in long-term relationships prefer to work with companies that have good credit ratings. They want to know you'll be around for the long haul.



## What Can Business Owners Do About Their Scores?

One of the most important thing a business owner can do is maintain good relationships with suppliers. Paying invoices on time (or early) can go a long way toward impacting scores and ratings. Other things to consider include:



Working with lenders that report to credit bureaus



Submitting financial information to D&B



Making sure public records are accurate



Using CreditSignal® to get alerts to changes to your profile, so you can react accordingly



Your customers, suppliers, lenders, and other business partners have an interest in managing risk, and Dun & Bradstreet's extensive business information can help them decide whether or not to do business with you. Your credit scores and ratings are a key consideration.

Start impacting your scores and ratings today with

**CreditSignal**

dun & bradstreet

GROWING RELATIONSHIPS THROUGH DATA

\*CreditSignal only indicates that your D&B scores and ratings have changed and alerts you when your business credit file has been purchased. To view actual scores and ratings and learn about what industries are purchasing your D&B file, we recommend that you upgrade to one of our business credit monitoring or credit building solutions. Please note, due to the proprietary nature of these inquiries and inquiry requests, only the industries in which the purchasing customers reside will be revealed.

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References: <https://www.dandb.com/glossary/d-b-rating/>