COOPERATIVA finanta CREDIT UNION

EVERY STEP. EVERY STAGE.
WE'RE HERE

THE FIVE C'S OF CREDIT

1 CHARACTER:

- Credit history, business experience, and industry know-how.
- History of managing money responsibly.
- Experience and skills to run a successful business.
- Your background helps us understand if you're ready to take on a loan.

2 CAPACITY:

- Can you comfortably afford your loan?
- Income, expenses, and debt-to-income ratio.
- A steady income and good financial management.

3 COLLATERAL:

- Collateral is anything of value serving as a safety net—home, vehicle, or business equipment.
- A strong co-signer with good credit.

4 CAPITAL:

- Investing your own money in your business reduces risk for you & lender.
- Savings, personal assets, or equity, showing you made a financial commitment.

5 CONDITIONS:

- External factors, like industry trends, competition, and economic conditions, play a role.
- Market demand, potential risks, and other external influences that could affect your business success.

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