ReferenceUSA Tutorial to View Company Profiles

ReferenceUSA gathers data on any company listed in the Yellow Pages, so this can be a good place to find data on both small, private companies and large public companies. The search can be used to find competitors, suppliers, or potential customers or useful information on private companies that is hard to find elsewhere.

This tutorial will show you how to search for a specific company (page 1-2) to view useful data (page 3-5), such as estimated revenue, competitors, and to export the data to excel (page 6-8). Companies can be searched by many variable such as; industry (NAICS, SIC or keyword), size (sales volume or number of employees), location, and more.

Imagine you are a manufacturer of dog treats and one of your investors recommended you sell your dog biscuits through All the Best Pet Care in Edmonds, WA, but before you approach All the Best Pet Care you want to get some basic information about them such as average revenue, years in business, number of employees, location, and direct competitors. Let’s do this now.

1. Open ReferenceUSA, then hover over U.S. Businesses and select Search.
2. Search for the company by name, **All the Best Pet Care**.

3. Notice there may be more than one company with that name. **Select the company location needed**.
4. **ReferenceUSA includes a Table of Contents in the left frame with links to a company’s** Location Info, Job Listings, Industry Profile, Business Profile, Location Map, Business Demographics, Management Directory, Company News, Business Expenditures, Historical Data, Nearby Businesses, Competitors Reports and more.

- **Location info-** Address, Phone, Website
- **Job listings-**
- **Industry Profile-** SIC Codes, NAICS Code, Ownership type- Franchise
- **Map of Location-** using Google Maps to visualize traffic patterns.
### Business Demographics
- **Employees**: 1-4
- **Type of Business**: Private
- **Parent Company**: Not Available
- **EIN**: Not Available
- **Credit Cards Accepted**: Not Available
- **Years in Database**: 3
- **Square Footage**: 0 - 2,493
- **Location Type**: Single Loc
- **Location Sales Volume**: $111,000
- **Location**: Not Available
- **Last Updated On**: August, 2013

### Management Directory
- **Owner or CEO**: Not Available
- **Title**: Not Available
- **Gender**: Not Available
- **Executive Ethnicity**: Not Available

### Business Expenditures
- **Accounting**: $600 to $1,000
- **Contract Labor**: Not Available
- **Legal**: Less than $500
- **Office Equipment & Supplies**: 96,000 to $10,000
- **Payroll & Benefits**: Less than $100,000
- **Rent & Leasing**: Less than $10,000
- **Telecommunications**: Less than $2,000

- **Advertising**: Not Available
- **Insurance**: Less than $2,500
- **Management/Administration**: Less than $2,500
- **Package/Container**: Less than $600
- **Purchased Print**: Less than $600
- **Technology**: Less than $600
- **Utilities**: $2,000 to $5,000

These can be industry estimates and are ranges, not actual costs.

### Historical Data
- **Sales Volume**
- **Number of Employees**
5. To download the data, select the download button.

Nearby Businesses - Consider the location traffic for possible customers & potential partners for cross promotions.

Competitors Report - The Company names with locations have linked profiles, so you can see all of their information too.
6. Verify the Open with is Microsoft Excel, and then select OK.

7. This is an example of what the data will look like.

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
<th>J</th>
<th>K</th>
<th>L</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Name</td>
<td>Executive First Name</td>
<td>Executive Last Name</td>
<td>Address</td>
<td>City</td>
<td>State</td>
<td>Zip Code</td>
<td>Credit Score Alpha</td>
<td>Executive Gender</td>
<td>Executive Title</td>
<td>Tax Number Combined</td>
<td>FISMA Number</td>
</tr>
<tr>
<td>All Best Pet Care</td>
<td></td>
<td></td>
<td>3803 Edmonds Way</td>
<td>Edmonds</td>
<td>WA</td>
<td>98020</td>
<td>C</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>