

How to Use the Business Database



1. Single click on the U.S. Business in the ReferenceUSA Business Database tab

2. Choose either the Quick Search option or the Custom Search

Quick Search

The quick search gives you fast and accurate access to company data by entering the company name. Include city and state to get more precise results. Find a key executive by entering first name and/or last name. The phone option acts as a revise phone number look-up.

- Once you have entered your search criteria, single click 'View Results'
- All records that match your selections will display in a directory format, 25 listings per page
- To move to additional pages, either click on the arrow or enter a page number in the window and click enter.
- To view the full profile for a specific record, click on the business name.
- The last column in the search results defaults to 'Verified'. This can be changed to Title, Employees, Sales and Corporate Tree
- To view corporate family tree of a company, select 'Corp. Tree' from the drop down in the last column. Then click on the icon to view all branches, subsidiaries and the headquarters of a company. Individual locations are clickable to view the full business profile of any location.
- Each record opens with the top three sections displayed: Location Info, Job Listings powered by Indeed.com and Industry Profile.
- View all sections by selecting Expand All or select individual categories from the column on the left titled 'Quicklinks'.

Custom Search

Custom search gives you the option of creating custom queries based on multiple combinations of search criteria based on geography, business type, business size, financial data and other special selects.

- Categories are displayed in the left hand column. Select a category by clicking on the title. The available selections will display with boxes for you to click. As you select a category, a green check mark appears to indicate you've selected a category. This prompts you to enter the appropriate data into the center column to refine your search.
- You may choose as many selects as needed to define your search
- You may use 'Expand All' to view all categories and selections. Or, you may click 'Collapse All'.
- As you enter in your search criteria, click on 'Update Count' on the right side of the page to see how many results are available.
- Once all search criteria is set click 'View Results' to see the records which match your query.

Downloading and Printing Records

You have the option to download, print or email records. The number of records you can export at one time will be displayed in red at the bottom of each page.

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Review Details Map Summary Download Print

<input type="checkbox"/>	Company Name	Executive Name	Street Address	City, State	ZIP	Phone	Title
<input checked="" type="checkbox"/>	AAI CO Custom Security	James Reaves	7773 McKinley Ave	Mobile, AL	36608	(251) 928-9153	Owner
<input type="checkbox"/>	ADS Of Mobile	Dan McDaniel	600 Bel Air Blvd ...	Mobile, AL	36606	(251) 471-4015	Owner

- To download or print records, click the box to the left of the record(s) and select 'Print', you can print a summarized report, all details or customized details for the selected record. In addition, you can print only the selected record, the unselected records or all records.
- Once you determine what you would like to print, a PDF is generated. Simply print this PDF.

Search Tips, Hints and Suggestions

While basic and advanced searching is easy and intuitive, there are several tips that will assist you in getting the best results possible.

- When searching under company name, be as simple as possible. Enter Engineer instead of Engineering.
- The executive name listed in the Results will be the highest ranking executive for that business.
- You do not need to select data elements in order to view them on detailed records. All available data elements will be in the detail on the business profile.
- Use the Summary button to view results based on key elements such as employee size or sales volume and by a number of geographic selects.
- When performing a Custom Search by business type you can use a keyword, SIC or NAICS.
 - Keyword search will return closest and related matches based on your keyword
 - Click on the matches you want to add to your search. Those selections will populate the lower box
 - For the SIC and NAICS codes, enter up to 150
 - Use the SIC/NAICS Look Up charts to see codes listed both alphabetically and numerically. Click on the appropriate codes to add them to your search list.
- There are search tips embedded throughout the site to assist you in creating searches and to give you further detail on data elements.

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