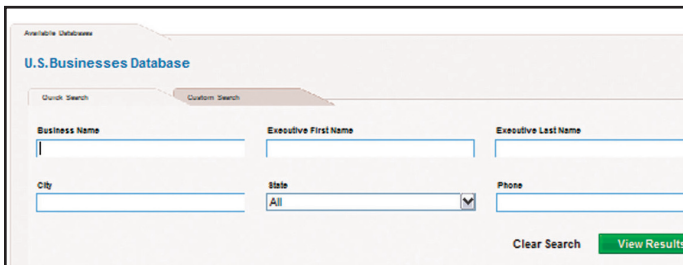# Using the ReferenceUSA U.S. Business Database

1. Single click on U.S. Business in the ReferenceUSA Business Database tab
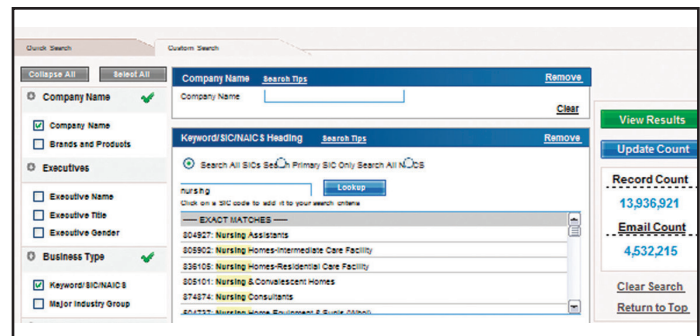2. Choose either the Quick Search option or the Custom Search

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 reverse 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 page number or enter a page number in the Go to window and click Go.
- To view the full profile for a specific record, click on the business name.
- To view the Corporate Linkage/Corporate Family Tree, when available, click on the icon in the last column.
- To jump to a company's headquarters, where available, click on the Up arrow in the same far right column. Clicking on a Down arrow will display branches and subsidiaries.

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.

- Select a category by clicking on the title. The available selections will display. Click on the selects you want to include. As you mark a select, a green check mark will indicate that you have made a selection in that category, prompting you to enter the appropriate data in the boxes that will display in the center of the page.
- You may choose as many selects as needed to define your search. Each select will prompt you to enter data to refine your search. As an example, if you select company name: brands and products, you will be prompted to enter the brand or product you wish to search.
- You may use Expand All to view all categories and selections. Conversely, you may select Collapse All.
- You may choose Select All, which will prompt you to enter data in each prompt window. Clear All will remove all selections.
- As you enter your criteria you can click on Update Count, on the right side of the page, which will display the number of records that match your selections.
- Once all search criteria are all set, click View Results to see the records that match your query.

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Business Records

Each business profile gives you a detailed overview of a business. Individual records can be Printed or Downloaded.

- Each business record initially opens with the top three sections displayed: location information, business profile and industry profile.
- View all sections by selecting Expand All or select individual categories from the column on the left titled Quicklinks.

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.

- To download, print or email records, select the records you want to download by checking the box to the left of the business name.
- Single click one of the export options located at the top or bottom of the page.
- Step 1 gives you the option to select a file format.
- Step 2 gives you the option to select the level of detail.
- When selections are in place, click on Download.

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 (ex: Terra Engineering and Consulting).

- The last column on the Results page is dynamic. The default is to display the corporate tree, but can be changed to display sales volume, employee counts or title. Title refers to the listed executive.

- The executive name listed in the Results will be the highest ranking executive for that business.

- When there are fewer than 50,000 records returned in results, each of the header rows — Business Name, Executive Name, Street Address, City/State, ZIP Code and Phone — can be reordered by clicking on the header row title. Up or Down arrows will reorder in ascending or descending order.

- You do not need to select data elements in order to view them on detailed records. All available data elements will always 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 codes or NAICS codes.
  - Keyword search will return closest and related matches based on your keyword in the upper box
  - Click on the matches you want to add to your search. Those selections will populate the lower box
  - For SIC and NAICS codes, enter up to 150. You can also paste a list of SIC or NAICS codes.
  - Use the SIC codes and NAICS codes 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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