

# Finding Your Dream Company!

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## Advanced Search

Use the Mergent Intellect advance search option to perform searches with multiple criteria or very specific criteria. This will help you narrow down companies to create a list of target employers or for your search.

Select **Advanced Search** from the home page to get to the criteria page shown below. The numbers in the image match the steps below.

1- Select **Company Criteria** (Most often, you will be conducting a company search.)

2- Select from the listed criteria types: **Company, Location, Industry, etc.**

(Note: Company criteria is to determine the type of company you are interested in finding. With filters including public/private ownership and location type (Headquarter, branch)

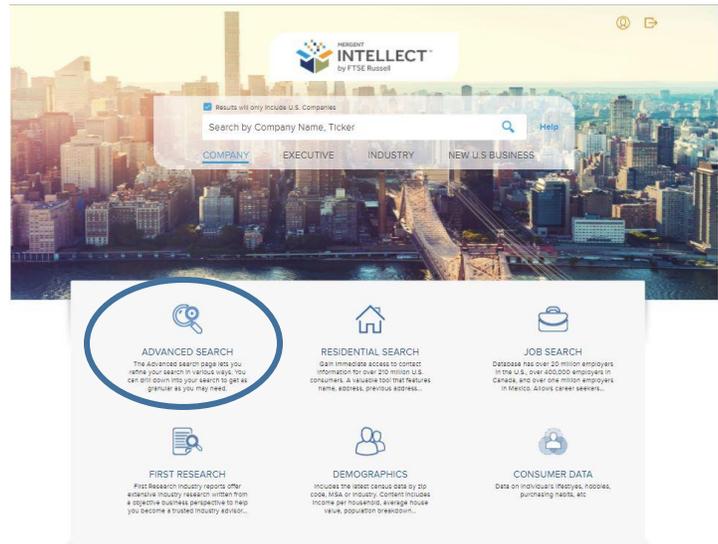
3- Select from the options listed under **Choose Criteria**.

4- Select or enter preferences as needed

5- Click **Add to Criteria**

Repeat these steps to add more screening criteria to the **Advanced Search**, if desired. For example, you could add geographic filters based on the goal location(s) for your search.

A list of criteria added are displayed near the bottom of the screen. Criteria can be removed using the X near each

A screenshot of the Mergent Intellect Advanced Search criteria page. The page has a navigation bar with "Home", "Advanced Search", "Residential Search", and "Job Search". Below the navigation bar are tabs for "Company Criteria", "Executive Criteria", and "Saved Search". The "Company Criteria" tab is selected. Underneath, there are sub-tabs for "Company", "Location", "Industry", "Size", "Financial Information", and "Keywords". The "Company" sub-tab is selected. Below the sub-tabs are three checkboxes: "Include U.S. Companies" (checked), "Include Canada Companies" (unchecked), and "Include International Companies" (unchecked). There is also a checkbox for "Exclude Inactive companies from results" (checked). Below these are "Choose Criteria" options: "Company Name", "Location Type" (highlighted with a blue circle and the number 3), "Subsidiary Status", "D-U-N-S® Number", "Import / Export", and "Public / Private". Below these are more options: "Owns / Rents", "Minority Owned", "Women Owned", "Marketing Prescreen score", "Marketing Prescreen Ranking", and "Geo Mapping". Below the "Location Type" section, there are three checkboxes: "Headquarter - indicates that the company has subsidiaries or branches." (checked), "Branch - indicates a company location other than the headquarters." (unchecked), and "Single Location - indicates that the company does not have any subsidiaries or branches." (unchecked). There is also a checkbox for "Exclude Companies that Match this Criteria" (unchecked). At the bottom, there is a blue button labeled "Add to Criteria +" with a blue circle and the number 5 next to it.

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## Adding Company Criteria

### Search Suggestions

#### Location Search

To find companies in a certain geographic area, select from several location type criteria including **State, City, County, Metro Area and Zip Code**. Follow the prompts to specify your exact constraints. Click **Add to Criteria** toward the bottom of the screen.

### Industry Criteria

SIC, HIC or NAICS codes are to generate a list of companies for the specific industries or sectors. In the **Choose Criteria** section, select SIC, NAICS or HIC Code. A tree structure of the code schema appears. Expand categories as needed by clicking the arrow/triangle next to each, and check boxes for desired industries. Multiple codes/industries can be selected. You can also type in codes directly or browse on keywords instead of using the tree structure tools by selecting the **Keyword Search** selection below the code types.

## Industry Code Tips and Tricks

### Company Search Tips

- 1.) Search a Company that is in the industry you are looking to get into. (Such as Robert W. Baird)
- 2.) Select the correct company from the results list.
- 3.) In the tab **Company Overview** there is a section called **Key Information**. You will get the **Primary SIC Code** Within this section.

## Use this SIC Code in a New Search

### Adding Industry

(Before adding Industry get the Primary SIC Code)

Advanced Search -> Company Criteria -> Industry -> SIC Code -> SIC Keyword Search -> (Type in the Primary SIC Code) -> Add to Criteria

As a next step, consider adding location or other filters to your search.