CREDIT UNIVERSITY

720

THE 720
CREDIT BLUEPRINT

The Insider Edition

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TAUGHT BY

DEAN 720

WELCOME, SCHOLAR

An Insider's Blueprint to a 720 Credit Score

Welcome, Scholar.

You are holding a document most people never get to read. Not because it's secret — but because most credit books stop at the surface. They tell you to pay your bills on time and hope for the best.

This one won't.

Inside this Blueprint you'll find the exact mechanics behind how scores get made, the exact scripts to fix what's broken, and clear If-Then paths no matter where you're starting from. Zero credit. Bad credit. Stuck credit. Or already good credit that could be great.

We use plain language. We use real numbers. We show you what the score costs you in actual dollars — not opinions.

By the last page you will not just have a better credit score. You will understand the game well enough to teach it to somebody you love.

Class is now in session.

— Dean 720

CURRICULUM

SEMESTER I

THE SYSTEM BEHIND THE SCORE

How the credit machine actually works — the parts nobody explains.

CHAPTER 1

How Your Score Actually Gets Made

> *Your credit score is not a mystery. It's a math formula. Once you see the formula, the game changes.*

Most people think a credit score is a grade the bank gives you. It's not. Your score is a math formula run by a company called FICO (and a second one called VantageScore). The formula reads a file the three credit bureaus keep on you and spits out a number between 300 and 850.

That's it. No judgment. No opinion. Just math.

Once you know what the formula is looking at, you can feed it what it wants.

The FICO 8 Formula — The Five Ingredients

FICO 8 is the score most lenders use. It weighs five things, and it weighs them in this exact order:

Payment History	**35%**	Did you pay on time? One 30-day late can drop a 750 by 90+ points.
Amounts Owed (Utilization)	**30%**	How much of your available credit are you using right now? This is the fastest lever you have.
Length of Credit History	**15%**	Average age of all your accounts. Old accounts are gold. Never close them without a reason.
Credit Mix	**10%**	Different types of accounts (cards, auto loan, mortgage). Small factor. Don't chase it.
New Credit / Inquiries	**10%**	How many times you applied recently. Each hard pull knocks 3-5 points for about a year.

The Dean's Insider Note

35% + 30% = 65% of your score is Payment History and Utilization. If you fix nothing else, fix those two. Everything else is a rounding error.

FICO 8 vs. The Others

There is not one credit score. There are dozens. But here is the truth: FICO 8 is the score used for most credit card and personal loan decisions. FICO 2, 4, and 5 are the older versions used for mortgages. VantageScore is what free apps like Credit Karma show you.

Credit Karma is not lying to you. But the number you see there is often 20-40 points higher than the FICO 8 a lender will pull. Don't celebrate a Credit Karma number until your real FICO 8 confirms it.

HOW TO SEE YOUR REAL FICO 8 FOR FREE

- Discover Credit Scorecard — free even if you're not a Discover cardholder
- Experian.com free account — shows FICO 8 monthly
- Your credit card app — most (Chase, Citi, Bank of America, Amex) now show a real FICO score for free

What The Score Does NOT Look At

The formula does not see your income, your job, your race, your zip code, your bank balance, or whether you rent or own. It only sees what's on your credit report. This is why a millionaire with no credit history can have a 550 score, and a 22-year-old with one $500 credit card can have a 780.

CHAPTER 2

The Bill Date vs. Report Date Trap

> *You can pay your credit card off in full every month and still show 95% utilization. Most people never find out why.*

This is the single most important insider mechanic in this book. If you learn nothing else, learn this one.

Your credit card has two dates that matter:

Statement Closing Date	**The snapshot day**	This is the day your bank takes a photo of your balance and sends it to the three credit bureaus. Whatever you owe on THIS day is what the world sees.
Payment Due Date	**The deadline**	This is 21-25 days AFTER the closing date. It's when your payment has to be in to avoid a late fee. It does NOT change what got reported.

Read this twice

The bureaus see your balance on the CLOSING date. Not the due date. Paying on time only stops late fees — it does not lower your reported utilization.

The Trap In Action

Meet Sarah. She has a $1,000 limit credit card. Every month she spends about $900 on groceries and gas. Every month she pays it off in full before the due date. She never pays interest. She never pays late.

Sarah thinks her utilization is 0%. Her FICO score is 640 and she can't figure out why.

Here's what's really happening:

1. Statement closing date: the 15th of the month. Sarah owes $900. Bank reports 90% utilization to the bureaus.
2. Payment due date: the 10th of the next month. Sarah pays $900. She owes zero.
3. But it's too late. The bureaus already saw 90%. Her FICO reflects that number until the NEXT closing date.

Sarah is being punished for using her card, even though she pays it in full. She never knew the closing date existed.

The Fix — The 3-Day Rule

Find your statement closing date. It's on your paper statement, in your online account, and in your card's app. Call the number on the back of the card and ask if you can't find it. Ask this exact question: