

Database Tip of the Week: More Savvy Business Searching

Search by Number & What's in a Record

Description:

Part 1 - Search by Number: In ReferenceUSA, one can search by a phone number to locate company info.

Part 2 - What's in a Record: A quick look at what you can find in a company record.

Part 1 Search by Number How To:

- Once in ReferenceUSA's Business Database, enter the 10-digit phone number, but exclude all punctuation such as parenthesis and dashes. Then, click the **Search Now!** button.

Note: toll free numbers are *not* indexed.

Quick Search Custom Search about us contact us help home

Quick Search
Fill out one or more of the following criteria boxes, then click the "Search Now!" button.

Company Name City State All

Phone (10 digits)
6087810449

Search Now! Clear My Search Form

- If a match is found, the record will appear. Click the company name to open the detailed listing.

Displaying 1-1 of 1

Print Download Revise My Criteria Purchase List New Search Details

All	Company Name	Address	City/State	ZIP	Phone	Linkage
						Up Down
<input type="checkbox"/>	PIZZA HUT	2212 ROSE ST	LA CROSSE, WI	54603	(608) 781-0449	▲ ▼

Part 2 What's in a Record

- So your search has yielded results, now what? What can you glean from a ReferenceUSA record?
- First there is the obvious: **Company Name, Address, City/State, Zip** and **Phone**. Then, there might be **Linkage**, an indicator that lets you know if the company is a branch, subsidiary, etc. In this example, the **Up** linkage will jump you first to Pizza Hut, Inc., then to Yum! Brands, Inc. the parent company for Pizza Hut.

The original record

All	Company Name	Address	City/State	ZIP	Phone	Linkage
						Up Down
<input type="checkbox"/>	PIZZA HUT	2212 ROSE ST	LA CROSSE, WI	54603	(608) 781-0449	▲ ▼

Up one from the original record

All	Company Name	Address	City/State	ZIP	Phone	Linkage
						Up Down
<input type="checkbox"/>	PIZZA HUT INC	14841 DALLAS PKWY	DALLAS, TX	75254	(972) 338-7700	▲ ▼

Up two from the original record

All	Company Name	Address	City/State	ZIP	Phone	Linkage	
						Up	Down
<input type="checkbox"/>	YUM! BRANDS INC	1441 GARDINER LN	LOUISVILLE, KY	40213	(502) 874-8300		

3. While linking up can be fun, remember that linking down can also be revealing. Now that you have found Pizza Hut's parent company, wouldn't it be nice to know what are Yum! Brand Inc.'s other subsidiaries?

Down one from Yum! Brand Inc.'s record

All	Company Name	Address	City/State	ZIP	Phone	Linkage	
						Up	Down
<input type="checkbox"/>	TACO BELL	17901 VON KARMAN AVE	IRVINE, CA	92614	(949) 863-4500		
<input type="checkbox"/>	TRICON GLOBAL RESTAURANTS	660 STEAMBOAT RD	GREENWICH, CT	06830	(203) 861-9271		
<input type="checkbox"/>	TRICON GLOBAL RESTAURANTS	4302 N ARMENIA AVE	TAMPA, FL	33607	(813) 877-1908		
<input type="checkbox"/>	TRICON GLOBAL RESTAURANTS	675 MANSELL RD	ROSWELL, GA	30076	(770) 990-5000		
<input type="checkbox"/>	A & W RESTAURANTS INC	101 YORKSHIRE BLVD	LEXINGTON, KY	40509	(859) 543-6000		
<input type="checkbox"/>	KFC	1441 GARDINER LN	LOUISVILLE, KY	40213	(502) 874-8300		
<input type="checkbox"/>	LONG JOHN SILVER'S RESTAURANTS	1441 GARDINER LN	LOUISVILLE, KY	40213	(502) 874-3000		
<input type="checkbox"/>	TRICON GLOBAL RESTAURANT INC	1670 BELL BLVD	FLUSHING, NY	11360	(718) 747-1222		
<input type="checkbox"/>	TRICON GLOBAL RESTAURANTS	10 E 40TH ST	NEW YORK, NY	10016	(212) 683-5403		
<input type="checkbox"/>	PIZZA HUT INC	14841 DALLAS PKWY	DALLAS, TX	75254	(972) 338-7700		

4. Remember that so far all of this linking up and down has just been to the short entry for these businesses – like looking at the citation and not at the full text. Clicking on a company name opens the detailed listing.

The detailed listing includes such information as credit rating, estimated sales, number of employees, a contact name (manager, CEO, etc.), how long the business has had an add in the Yellow Pages, SIC codes, and even a link to a location map.

Detailed Listing			
Name:	PIZZA HUT	Employees:	Corporate Location 20 to 49
Address:	2212 ROSE ST	Est Sales:	\$1 to \$2.5 MILLION
City:	LA CROSSE, WI 54603-1905	Location:	BRANCH
Contact:	STEPH RISTIKOWSKI (MANAGER)	Credit Rating Code:	EXCELLENT
County:	LA CROSSE	ABI Number:	147008692
MSA (Metro Area):	LA CROSSE, WI-MN	Public:	No
Phone:	(608) 781-0449	Ticker Symbol:	Not Available
Fax**:		Toll Free Number:	Not Available
Fortune 1000 Ranking:	Not Available	URL:	Not Available
Foreign Parent:	NO		
SIC	Lines of Business	Ad Size	Year Appeared in YP
5812-08	RESTAURANTS PIZZA HUT PIZZA	BOLD	1984
5812-22	PIZZA PIZZA HUT		2003
NAICS	Lines of Business		
72221105	LIMITED-SERVICE RESTAURANTS		
72211016	FULL-SERVICE RESTAURANTS		
	Map It!		Add to List

