

## Where and How to Organize Case Notes

All case notes should be logged under the “**Case Notes**” activity section.

### Creating a Case Note

1. Open the Business record.
2. Click the **Case Notes** tab.
3. In **Subject**, enter a topic-specific title for the note.

**Subject Guidelines:** Subjects should be based on the topic of the assistance

Examples:

- Assessment
  - Compliance Review
  - Access to Capital (see Example 3)
  - Procurement Assistance
4. In **Comments**, enter the details of the activity or interaction and use the same subject for notes related to the same topic. Each comment should document the specific activity performed, assistance provided, current status, and next steps related to the subject matter.  
**Important:** Rather than creating a new subject for each interaction, add new comments under the existing subject in chronological order.
  5. Click Save.

## Guidance for Writing Effective Case Notes

1. **Be concise and specific:** Keep your case notes clear and to the point. Avoid using excessive jargon or technical terms that might confuse other users who read the notes later. Clearly state the relevant information without unnecessary details.
2. **Use bullet points or numbered lists to organize your case notes.** This helps break down complex information into easily digestible chunks, making it easier for others to follow and understand.
3. **Include relevant timestamps:** If you're providing updates or documenting conversations, include timestamps to indicate when the events occurred. This helps create a timeline of the case history and provides context for future reference.
4. **Document actions taken and results:** When documenting your interactions or troubleshooting steps, clearly state the actions you took and the results obtained. This helps others understand the progress made on the case and avoids duplication of effort.
5. **Maintain a professional tone:** Case notes should be written in a professional and objective manner. Avoid personal opinions or emotional language. Stick to the facts and focus on providing information that is relevant to the case.
6. **Proofread and edit:** Before saving your case notes, take a moment to proofread and edit them for clarity and accuracy. Check for any spelling or grammatical errors, and make sure the information is complete and coherent.
7. **Use formatting options:** Salesforce provides formatting options such as bold, italics, and underline. Utilize these options sparingly to highlight important points or headings within your case notes. However, avoid overusing formatting, as it can make the notes cluttered and harder to read.
8. **Update regularly:** As the case progresses or new information becomes available, make sure to update the case notes accordingly. Regularly reviewing and updating the notes ensures that they remain accurate and reflect the current status of the case.

***Remember, effective case notes are crucial for effective communication and collaboration within the Salesforce platform.***

## **Exemplary Case Note: Do's & Don'ts**

### **Example 1:**

#### **Financial Analysis & Loan/Grant Prep Assistance**

BSC loan consultant met with client via Google Meet to go over financials. She is interested in a working capital loan. Client is looking to get a loan to pay off a LADBS permit for a spray booth \$xk, \$xk for architect/engineers, \$xk for equipment and parts. Aside from that, the client is also looking to increase her line of credit with her current bank or other bank that would give her up to a \$x to \$xk limit. Documents collected were 2019, 2020 & 2021 taxes, credit report and bank statements for the last 3 months. Upon review of financial and credit it was determined that she had enough cash flow to cover a loan of up to \$x-\$xk loan. Business Loan consultant requested a profit loss statement to evaluate whether financials supported move forward to connection of lender and loan packaging.

BSC loan consultant and business consultant met with client to collect all required documents to apply for working capital loan and line of credit (credit score, 2019, 2020 & 2021 taxes were collected along with profit loss). Loan packet is being completed with TMC for working capital loan and Bank of the West for the line of credit. Total amount requesting \$x,000.

UPDATE: 8/28/22 - BSC consultant was informed by loan counselor that client had been approved for the \$xK with TMC and also was approved for a line of credit in the amount of \$xk and business credit card for \$xk with Bank of the West. Loan consultant will follow up with business consultant once LOI and approval letters are provided.

*While this note is detailed, it is dense and requires time to distill the critical information contained in it.*

### **Example 2:**

#### **Financial Analysis & Loan/Grant Prep Assistance**

**TITLE:** Financial Analysis & Loan/Grant Prep Assistance

#### **08/28/22 - UPDATE**

1. Loan counselor informed BSC consultant that client had been approved for \$xK with TMC
2. Approved for a line of credit in the amount of \$xk and a business credit card for \$xk with Bank of the West.

**ACTION ITEMS (will be added as TASKS in Salesforce on this Account)**

1. COMPLETE - Loan consultant will follow up with business consultant once LOI and approval letters are provided. (task logged)
2. COMPLETE - Calendar 90-day check-in phone call (task logged)

#### **04/02/22 - CLIENT MEETING SUMMARY**

- Client seeking loan to pay off LADBS permit (spray booth) + line of credit.
- Upon document and financial review, loan packet prepared with TMC for working capital loan and Bank of the West for line of credit.
- Total amount requested: \$XXXX

#### **DOCUMENTS REVIEWED:**

1. Tax Filings 2019, 2020 & 2021
2. Credit report
3. Bank statements for the last 3 months
4. Profit & Loss Statement

#### **OUTCOME:**

- Approved - \$XXXX Working Capital Loan approved
- Approved - \$XXXX Line of credit through Bank of the West

*This note has a title that clearly indicates the subject of the narrative. It also utilizes the NOTE functions in Salesforce that allow for the use of bullets, boldface type, and other features to create a more concise, bulleted case note. This type of concise, bulleted note will allow for a viewer to quickly gather information about this client. Additionally, action items should always be added as "tasks" inside Salesforce on the client's account to help track the support that needs to be provided to the client.*

### **Example 3:**

#### **Access to Capital**

**TITLE:** Access to Capital

#### **06/05/2026 – Initial Consultation**

Conducted initial consultation with client to assess financing needs and eligibility. Discussed business operations, intended use of funds, and available loan programs. Borrower expressed interest in an SBA loan to support business expansion and working capital needs. Estimated funding request is \$250,000. Reviewed loan packaging process, required documentation, expected timelines, and lender requirements.

**Status:** Consultation Completed

**Next Step:** Send document checklist and authorization forms.

#### **06/06/2026 – Document Collection**

Provided client with a comprehensive document checklist and explained documentation requirements necessary for underwriting review. Requested the following:

- Last 2 years of business tax returns
- Personal Financial Statement
- Current Profit & Loss Statement
- Business bank statements
- Business debt schedule
- Driver's license and business formation documents

**Status:** Documentation Request Sent

**Next Step:** Follow up within 3 business days regarding submission status.

#### **06/10/2026 – Document Collection Follow-Up**

Received business tax returns and bank statements from client. Conducted preliminary review for completeness and identified outstanding items, including the Personal Financial Statement and current Profit & Loss Statement. Communicated deficiencies to client and provided guidance on required formats.

**Status:** Partial Documentation Received

**Next Step:** Request and obtain remaining documentation.

#### **06/12/2026 – Loan Packaging**

Received remaining documentation and completed detailed review of financial records. Analyzed business cash flow, debt obligations, revenue trends, and repayment capacity. Prepared debt service coverage analysis and borrower financial summary. No significant credit or cash flow concerns identified at this stage. Compiled supporting documentation and organized package according to lender submission requirements.

**Status:** Packaging in Progress

**Next Step:** Final quality review and lender submission.

#### **06/14/2026 – Lender Submission**

Completed final review of all borrower documents and supporting analyses. Submitted complete loan package to ABC Lending, including borrower profile, financial statements, tax returns, cash flow analysis, debt service coverage calculations, and business narrative. Confirmed receipt with lender and established communication channel for underwriting updates.

**Status:** Submitted to Lender

**Next Step:** Monitor underwriting process and respond to lender requests.

#### **06/18/2026 – Underwriting Review**

Received feedback from underwriter requesting clarification regarding a large deposit reflected on the April business bank statement. Contacted borrower to discuss transaction history and lender requirements. Advised borrower to provide supporting documentation and a signed letter of explanation to satisfy underwriting conditions.

**Status:** Conditional Review

**Next Step:** Obtain explanation letter and supporting documentation for lender review.

### **06/20/2026 – Condition Resolution**

Received signed explanation letter and supporting documents from borrower. Reviewed information for consistency and submitted response package to underwriter. Confirmed lender receipt and requested expedited review.

**Status:** Conditions Submitted

**Next Step:** Await final credit decision.

### **06/22/2026 – Loan Approval**

Received conditional approval from lender for \$250,000 SBA loan. Approval subject to final verification of business insurance coverage and standard pre-closing requirements.

Reviewed approval terms with borrower, including loan amount, estimated interest rate, repayment terms, and closing expectations.

**Status:** Approved – Pending Closing Conditions

**Next Step:** Collect insurance documentation, satisfy remaining conditions, and coordinate loan closing.

### **06/28/2026 – Closing & Funding**

All lender conditions satisfied, including verification of insurance and execution of closing documents. Borrower completed required signatures and lender authorized funding. Confirmed disbursement schedule with borrower.

**Status:** Funded

**Outcome:** Loan successfully funded for \$250,000. Client achieved financing objective to support business expansion.

**Next Step:** Post-funding follow-up and relationship management.

*This note has a title that clearly indicates the subject of the narrative. It is organized by topic and date to understand services rendered, statuses, and outcomes achieved. This provides a clear progression of the assistance provided.*