

What is Needed to Become RangeMe Verified™



See up to 7x more buyer views by getting RangeMe Verified™.

This tiny but mighty checkmark is one of the most effective ways to increase the number of buyers that see your brand on their discovery dashboards search results. Use this guide as a resource while completing your [verification checklist](#).

The seven items you will need to get verified:



Product Images

Follow the "Product Images Guide" found in your onboarding kit to ensure your product images get approved by our team. We want to ensure your images are high-resolution, taken against a white background, clearly show the product or packaging, and meet our quality standards. This step is complete once your images are approved!

Note: If your product images have already been approved, move on to Product Barcode.



Product Barcode

Most retailers require products to have a barcode that they use to identify the products sold in their stores or online. Having barcodes for your products indicates that your products are ready to be sold in retail stores. Simply select the type of barcode you have (i.e. UPC, EAN, ISBN) and enter the code under the Product Details section for each product listed on your profile.

Don't have a barcode for your products yet? GS1 is the official UPC provider for the retail industry. [Click here to learn how to get a barcode](#). The cost of barcodes varies depending on the quantity you need, but you can typically expect to pay an initial and annual fee for your barcodes.



Insurance Information

Providing a Certificate of Insurance to buyers proves that your brand is adequately covered. No matter what stage your business is at or what product you manufacture, retailers of all sizes require you to have insurance before doing business together.

To get RangeMe Verified™, we require that you upload your **Certificate of Insurance** for at least General Liability. We do not need the full policy documents, just the certificate that shows the summary of your coverage. We do not have a minimum coverage requirement. Please do not include screenshots, invoices, or other documents here. The certificate will be reviewed by our team to ensure it is valid, but it will not be shared or visible to anyone else.

We often get questions about obtaining insurance, including cost, timing, and requirements. Because insurance policies vary greatly depending on several factors, there is no universal answer to these questions. If you don't already have a local insurance broker, connect with [Insurance Service Providers](#) listed on RangeMe Services, who can help you secure the right insurance for your business. They will also be able to answer specific questions about obtaining insurance and what to expect.

Note: [Here's an article](#) on uploading all necessary insurance information to your RangeMe profile.



Business Type

Proper tax documentation lets buyers know you are ready to work with their retail business. An Employer Identification Number (EIN), also known as a Federal Tax Identification Number, is used to identify a business entity. This step is as simple as selecting your type of business (Cooperative, Cooperation, International, Limited Liability Company) and adding the appropriate EIN or Tax ID Number.

Note: If you still need to establish your business and get an EIN, we recommend contacting [Legal Zoom](#). Here's a helpful article on the required steps for [establishing a business](#).



Nutritional Information

This step is only necessary if your products have nutritional facts. Buyers use nutritional facts to evaluate if a product is right for their customer base. Upload your nutritional information when completing your product details on RangeMe. This is usually just an image of your nutritional label, and as long as the image is clear and accurate, it will be approved by our team.

Note: If you need help with nutritional analysis or labels, explore labeling providers on [RangeMe Services](#).



Packaging

If your product has packaging, we require you to complete the packaging section for each product listing. Though the section says optional when adding products, in order to become RangeMe Verified™, this section must be completed.

Packaging plays a vital role in a buyer's decision-making process. They need to know if your product's packaging will fit on their shelves. Without this information, it may appear to buyers that your product is incomplete or not retail ready. If you need help filling out the different packaging fields on your product, [read this article](#) that goes over each field.



Ingredients

Just like the nutritional information, products with ingredients need to list out all ingredients. It is important for buyers to see what's in a product. Many retailers have quality standards for the products they carry and will look at ingredients first. Be sure to list your product ingredients from the highest to lowest amount.



Get Verified

Once you have completed the above steps, you are ready to submit your brand for verification! Our team will review the information provided and, if all is correct, will approve your RangeMe Verified™ status within 24-48 business hours.

Once you get verified, the RangeMe Verified™ checkmark will appear on your brand card and profile, and your brand will be displayed at the top of buyer search results. Buyers will be able to easily identify that your brand is ready for their stores. Plus, you have unlocked even more Premium resources that will be shared with you!