

Verified brands get up to 7x more buyer views! Getting RangeMe Verified™ is one of the most effective ways to increase buyers that see your brand on their dashboards and in their search results. Use this guide as a resource while completing your verification checklist.

## What you'll need to get verified:



### Product Images

Follow the Best Practices: Product Images Guide to ensure your product images get approved by our team. Our team is looking to make sure your images are high-resolution, are taken against a white background, clearly show the product or packaging, and meets 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 can scan and 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 in the code under the Product Details section for each of your products on your RangeMe 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 vary depending on the quantity you need, but you can typically expect to pay an initial fee and annual fee for your barcodes.



### Insurance Information

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

In order to be 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 is not shared or viewable on your profile to anyone.

We often get questions about obtaining insurance, including cost, timing and requirements. However, because insurance policies can vary greatly depending on a number of factors, there is no universal answer to these questions. If you don't already have a local insurance broker, check out the [Insurance Service Providers](#) on RangeMe Services who can help you secure insurance. They will also be able to answer any specific questions related to obtaining insurance and what to expect. [Here's an article](#) on uploading all of the necessary insurance information to your RangeMe profile.



## Business Type

Having proper tax documentation lets buyers know you're ready to do 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 in the appropriate EIN or Tax ID Number.

If you still need to establish your business and get an EIN, we recommend reaching out to [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.

If you need help with nutritional analysis or labels, you can get quotes from service providers on [RangeMe Services](#).



## Packaging

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

Packaging plays a key role in a buyer's decision-making process. They need to know if your product in its 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 your product(s). 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.



## RangeMe Verified™

Once you have completed each of the above steps, you are ready to submit your brand for verification! The RangeMe team will review your information, 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 shown at the top of buyer search results. Buyers will be confident in knowing your brand is ready for their stores. Plus, you have unlocked even more Premium resources that will be shared with you!