

Online Credit Application

Did you know that 90% of all consumers today use the Internet to research vehicles before they visit a dealership? Why not make it easier to capture their credit information before they walk in your store!?



QuickApplication

You can now capture more finance leads directly from your website using QuickApplication from 700Credit. Our web-based app is shorter and less cumbersome than standard credit apps and can easily replace the current credit application on your website. QuickApplication puts your customers in control, minimizing the number of fields they need to fill making it more likely they will complete the form.

How it Works

A link to our QuickApplication can be placed in many locations on your dealership website. Consumers are asked for their Social Security number and a hard inquiry is posted on their credit file. Once a consumer completes the application, they receive an email from the dealership congratulating them on being pre-approved. Dealers receive the consumer lead information via text and email, as well as immediate access to the consumer's credit report. In addition, the information is automatically stored in your CRM.

QuickApplication Analytics

Dealerships can view reports on lead traffic and conversions generated by the QuickQualify platform from within their 700Dealer.com portal. These reports will show:

- » The consumers who viewed the web form
- » The consumers that completed the form(s)
- » Activity from specific banner placements so you can monitor which location drives the most traffic to the lead form.

How you Benefit

- » Drives consumer engagement by letting the customer take control of the credit process before they come to the store
- » Streamlines the finance process by giving you visibility up front to the credit profile of your customers
- » Integrates your customer information directly into your CRM, DealerTrack and RouteOne platforms.
- » Can help you increase gross on special finance deals
- » Instantly receive credit file and decision

Additional Features Include:

- » Single or multi-page options available
- » Customizable approval parameters
- » Coupon option to drive more people into the dealership
- » Optional "thank you" or "congratulations" message once they submit the application
- » Automatically delivers risk-based pricing notices as well as adverse action letters for those who fail to receive financing

For more information on 700Credit's QuickApplication, please call (866) 273-3848 or visit us online at www.700Credit.com



Credit, Compliance, Prescreen
& Consumer Prequalification Solutions