

Soft Pulls

Benefits of Running a Soft Pull in your Digital Retailing Platform

Soft pulls provide a quick and inexpensive way to prequalify a consumer for a vehicle without placing a hard inquiry on their credit file. They do not require a SSN or DOB, and they provide dealers with a live FICO[®] Score and full credit file so accurate quotes can be made earlier in the sales cycle.

Thousands of dealers use soft pulls in their digital retailing platform today because:

- **Accuracy in the monthly payment quotes provided to the consumer by your digital retailing platform sets the proper expectations which is critical to completing the sale and removing friction in the finance office.**
- **700Credit will align your finance offices bureau and FICO Score preference with the bureau and FICO Score utilized by your digital retailing platform.**
- **Soft pulls can help dealerships save money on credit pulls. Soft pulls give you the same visibility into your shopper's credit history for a fraction of the cost.**
- **Dealers receive a full credit file and FICO Score without placing a hard inquiry on the consumer's credit file.**
- **Consumers that are prequalified early in the sales process are PROVEN to generate higher lead conversion rate than those that were not.**

To find how your dealership can starting benefiting from soft pulls, contact us today! ▼



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700Credit is the largest provider of credit, compliance, and soft-pull solutions for automotive retailers.

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CREDIT | COMPLIANCE | SOFT-PULLS