



700Credit & Upstart: Integration Overview



Agenda

- 700Credit Overview
- Overview of what we are doing together
- Introduction to Soft-Pull /Prequalification
- Integration review
- Summary
- Q&A



Overview of 700Credit



Introduction to 700Credit

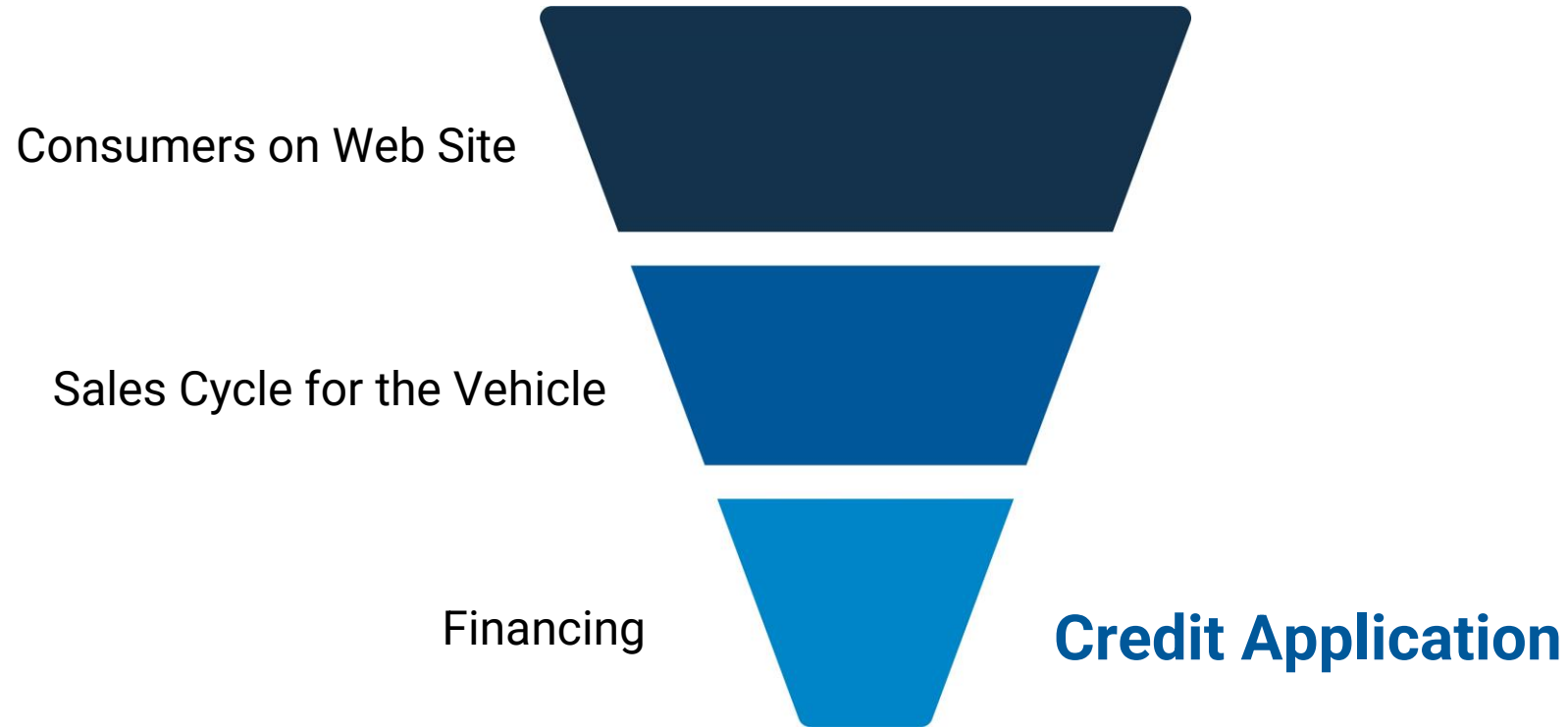
- ***700Credit provides access to all three credit bureaus, providing the best credit, compliance, prescreen and consumer pre-qualification solutions on the market today.***
- Opened for business in 2000
- Today we are one of the largest credit and compliance vendors in automotive, serving over 14,500 dealerships *directly* nationwide.
- We take compliance VERY seriously – we will not play “fast and loose” with regulations.
- Credit engine behind RouteOne, CDK, Reynolds
 - We support over 20K dealers DAILY - processing their credit transactions
- Our client onboarding process is “best in class” in the industry.
 - In as short as 48 hours, dealers will be up and running with any of our solutions.
- Our client support lines are answered by a live person - 24/7/365.



- 700Credit is the largest reseller in automotive today of credit reports from Experian, Equifax and TransUnion
- All 700Credit clients receive their choice of report format, score and ancillary products
- Our unique 700Credit HTML report format
- Credit Summary – appears at the top of every credit report and summarizes:
 - public records, number of collection accounts, number of derogatory accounts and more.
- Applicant History – stored forever



TODAY: Hard Pull – Limited to Finance Office



Prequalification / Soft Pull Overview



Soft Pull/Inquiries

- Only Consumer can see soft inquiries on their file
- Preapproved Credit Cards in the Mail, Soft Inquiry
- Requesting to view your own Credit Report at CreditKarma.com, places a soft inquiry on your file
- Bank pulls a credit report on a consumer, it does not include soft inquiries
- Therefore, they do not impact FICO score
- Hard Inquiries can impact Score



Introduction to Soft Pulls

- 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.

CREDIT REPORT
for the purposes of Pre-qualifying only, not to be used for credit application, a full file is required

TransUnion

MARIELLA AARDEN DOB: 11/01/1956 Date: 05/02/2018 8:09:12 AM
2 HERARD CT SSN: 000-00-9967 In File: 09/01/1999
WESTPORT, MA 02790 Date Reported: 04/04/2011
Subscriber Name: FDC
Sub Code: CS0001208F

PREVIOUS ADDRESSES

Name	City	State	Zip	Date Reported
5 SILVER RDG	WINDHAM	ME	04062	
21 HIGH DAM RD	WAREHAM	MA	02571	

EMPLOYMENT

Employer	Occupation	Date Hired	Date Separated	Date Reported
EMPLOYER X	CLINICAL			02/08/2010

Special Messages
SSN Match Ind: No

Score Summary
ScoreCard
FICO Auto 08

700CreditAuto Su

Total Bal
50

Trades:
Account Name
Account#

FRD MOTOR CR
03796761

SANTANDER BK
04685038

700Credit Summar

QuickQualify Report Certificate

QuickQualify Results

Result: Applicant Found Score: 618
Powered by EX: FICO AUTO V8

Consumer Information:

Name: John Doe Email: jdoe@email.com
Address: 123 Main St. Phone: (999)-555-1234
Farmington Hills, MI 48334

Auto Summary:

Available Revolving Credit: \$1,459.00 Auto Inquiries last 30 days: 0

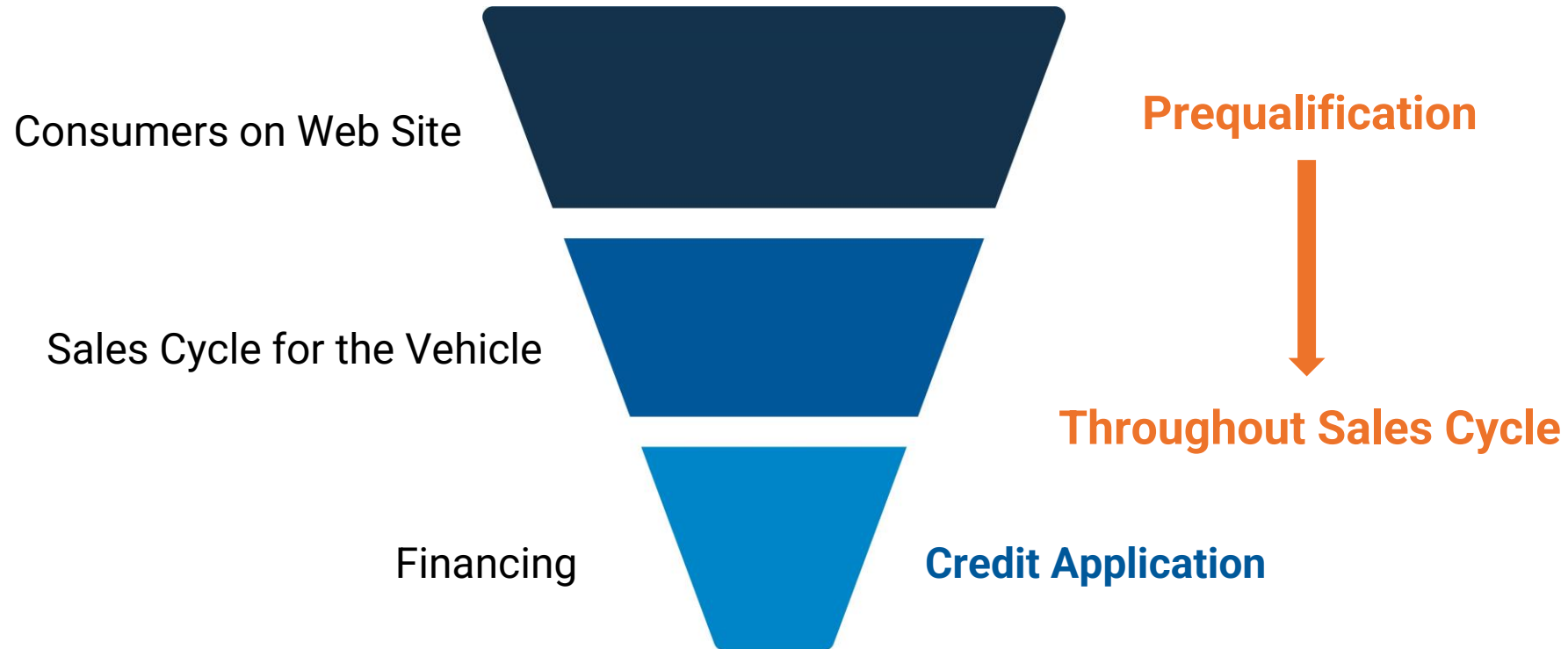
Auto Trade Line 1

Interest Rate: 17.52765%	Original Amount: \$17,079.00	Original Terms: 73 Months	No of Late Payments: N/A	Monthly Payment \$382.00
Percent Paid: 81.12%	Estimated Payoff: \$3,224.00	Remaining Terms: 6 Months	Joint: NO	
Loan Type: Auto		Trade Status: Open		

PRINT NOW



Soft-Pull Used Throughout the Sales Cycle

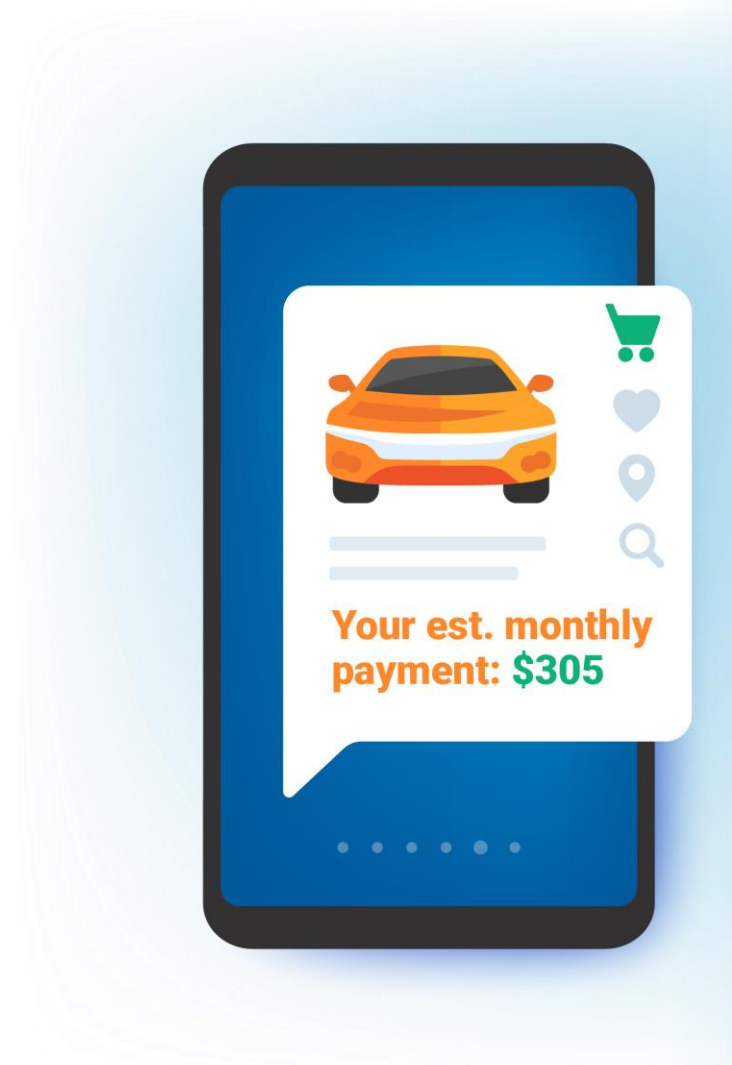


All of this can be done before consumer comes into the store
making it a better purchase experience for the consumer



Consumer Benefits to Soft Pulls

- Shop Dealership to Dealership without impacting their score
- More Accurate Payment Quotes
- Better shopping experience
- Handle most of the process themselves BEFORE talking to the dealer *(they want this)*



Dealer Benefits to Soft Pulls

- Live FICO Score
- Full Soft Pull Credit Report
- Includes Auto Summary
- Bureau Summary
- First call power conversations with the consumer

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Name	City	State	Zip	Date Reported
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21 HIGH DAM RD	WAREHAM	MA	02571	

EMPLOYMENT
Employer: EMPLOYER X

Special Messages
SSN Match Ind: No SSN on

Score Summary
Score Card: FICO Auto 08

700CreditAuto Summary

Total Bal	M
\$0	

Trades:
Account Name: Account# Status
FRD MOTOR CR 03796761 Paid
SANTANDERBK 04685038 Paid

700Credit Summary

QuickQualify Results

Result: Applicant Found Score: 618
Powered by EX: FICO AUTO V8

Consumer Information:

Name: John Doe	Email: jdoe@email.com
Address: 123 Main St. Farmington Hills, MI 48334	Phone: (999)-555-1234

Auto Summary:

Available Revolving Credit: \$1,459.00		Auto Inquiries last 30 days: 0	
Auto Trade Line 1			
Interest Rate: 17.52765%	Original Amount: \$17,079.00	Original Terms: 73 Months	No of Late Payments: N/A
Percent Paid: 81.12%	Estimated Payoff: \$3,224.00	Remaining Terms: 6 Months	Joint: NO
Loan Type: Auto		Trade Status: Open	
			Monthly Payment \$382.00

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Importance of Aligning Bureau and Scorecard

- Main benefit of a soft pull is awareness
- Moving Payment and Affordability conversations to the beginning of the sales process
- You need an accurate picture of where the consumer stands
- Needs to be aligned with finance office
- Biggest point of failure in prequalification and digital retailing platforms, inaccurate payment quotes





Overcoming Digital Retailing Obstacles

- Self Reporting Credit Score
 - Vantage Score Misleading
- Finance Office Friction
- Low Prequalification rates / Good Call to action
- Verifying Identity and capturing Drivers License
- Front of the Store Process is Different than the Digital Retail Process

Soft Pull Summary

- With the right tools, data becomes a very powerful thing.
- Soft credit pulls are key by having the right& difficult conversation at the right time with the right customer.
- A good data platform will combine all the best data and make sense of it.



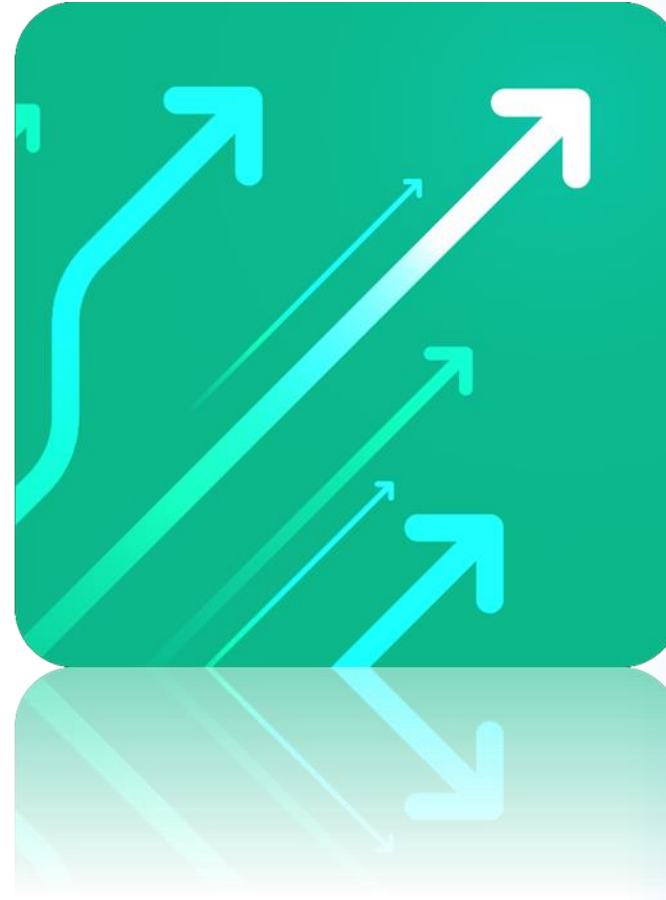
Soft Pull Benefits

- More Accurate Payment Quotes at start of sales process to Consumer
- Complete Picture for Dealer, Credit, Lender Destination, Trade in + or – Equity and Consumer budget
- Helps to hold gross by eliminating late monthly payment issues
- Improves closing ratios
- Streamline and expedite the entire sales process



Soft Pull Prequalification Growth

- Is off the charts
- Better Consumer Experience = Repeat Customers
- Benefits the Consumer, allowing them to shop, get accurate payments and not impact their credit score
- Credit at the top of the sales funnel works



Integration Overview



What are we doing together?

- 700Credit has announced product integration with the Upstart digital retailing platform. The new alliance integrates our prequalification platform seamlessly into the digital retailing process, offering:
 - Consumers an opportunity to see their credit score range by simply entering their name and address.
 - Dealers a full credit file and FICO score without placing a hard inquiry on the consumer's credit file
- The integration of the 700Credit prequalification platform into the digital retailing process provides benefits to both dealers and consumers:
 - 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.
 - Consumers that are prequalified early in the sales process are **PROVEN** to generate higher lead conversion rate than those that were not



Upstart Digital Retailing Process

- During the Upstart digital retailing process, consumers have the opportunity to “**customize payments**” by either:
 - Self-reporting their credit score range or
 - Click the “**Check your Credit Instantly**” button to go through the prequalification process.

The screenshot displays the Lexus website's "BUILD YOUR CUSTOM PAYMENT OPTIONS" interface. The interface is divided into several sections:

- Left Sidebar:** A vertical list of steps for the process. The step "CUSTOMIZE YOUR PAYMENTS" is highlighted with a red box.
- Main Content Area:**
 - Ownership Options:** Includes tabs for FINANCE, LEASE (selected), and CASH. Below these are sliders for Lease Term (36, 48, 60 months) and Mileage (10,000, 15,000, 20,000 miles). A summary box shows "10,000 Miles 36 Months • \$2,000 Rebate \$711/mo".
 - Trade-In:** Includes a "Trade-In" section with a "ADD TRADE-IN" button and a "Down Payment" field.
 - Payment Summary:** A table on the right showing the breakdown of costs: Vehicle Price (\$49,999), Net Trade (\$0), Down Payment (\$0), Fees (\$100), Taxes (\$900), Incentives and Rebates (\$2,000), and an Estimated Payment of \$711/mo.
 - Check Your Credit Instantly:** A prominent black button with white text, highlighted with a red box.
- Bottom Section:** Includes a "Do You Qualify For These Incentives?" section with three options: College Graduate Rebate (\$1,000), Lexus Loyalty Incentive (\$1,000), and Military Rebate Program (\$1,000). Below this are "PREVIOUS" and "CONTINUE" buttons. At the bottom right, it shows the "Estimated Payment \$711/mo" and a "SEE DETAILS" button.



Prequalification Form

- If the customer chooses to go through the prequal process, they are asked for their name and address (first screen) and then their SSN (second screen)

The image displays two screenshots of the Lexus prequalification form. The top screenshot shows the first screen, titled "FILL OUT THE FORM BELOW FOR YOUR INSTANT CREDIT CHECK". It includes a progress bar on the left indicating "17% complete, 45 min saved". The main form fields are for First Name (david), Last Name (smith), and Address (230 5th Avenue, New York, NY). A "START LIVE TOUR" button is in the top right corner. The bottom screenshot shows the second screen, titled "ALMOST THERE". It includes a progress bar on the left indicating "17% complete, 45 min saved". The main form field is for SSN (Social Sec.#). A "START LIVE TOUR" button is in the top right corner. At the bottom, there are buttons for "BACK TO PAYMENTS" and "CONTINUE". A small image of a 2020 Lexus NX is shown at the bottom left, with the text "2020 LEXUS NX Stock 20009". A "SEE DETAILS" button is in the bottom right corner.



Results Dashboard

- Once a prequalification is submitted, dealers can log in to the back-end portal, navigate to the Results Dashboard to see the results

The image displays two screenshots from the Prodigy Lexus back-end portal. The top screenshot shows the 'Results Dashboard' selected in the left sidebar. The main content area features a 'Quick Stats' section with four metrics: TOTAL ONLINE LEADS (132), ONLINE CUSTOMIZED PAYMENTS (126), ONLINE CREDIT APP (44), and APPOINTMENTS SET ONLINE (23). Below this is a table titled 'TOTAL ONLINE LEADS' with columns for various stages of the customer journey, including Lead Form Captured, Vehicle Selection, Trade-in Added, Customize Payments, Soft Credit Pulls, Pre-approved, Protection Plan, Schedule Test Drive, Accessories, Pickup, and Delivery. A red box highlights the 'Soft Credit Pulls' column, and a blue arrow points from this column to the bottom screenshot.

The bottom screenshot shows a 'QuickScreen Results' certificate for a consumer named Mariella Aarden. The certificate includes the following information:

- Result:** Consumer Passed Quick Screen Criteria
- Score:** 727 (Tier 1)
- Powered by:** TU FICO Auto 08
- Consumer Information:**
 - Name: Mariella Aarden
 - Address: 2 beard Westport, MA 02790
- Auto Summary:**
 - Available Revolving Credit: \$3,881.00
 - Auto Inquiries last 30 days: 0
- Auto Trade Line 1:**
 - Interest Rate: 6.47%
 - Original Amount: \$12,886.00
 - Original Terms: 60 Months
 - No of Late Payments: 0
 - Monthly Payment: \$252.00
 - Percent Paid: 100%
 - Estimated Payoff: \$0.00
 - Remaining Terms: Joint: NO
 - Loan Type: Auto Loan
 - Trade Status: Closed
 - Trade Open Date: 11/11/2012
- Auto Trade Line 2:**
 - Interest Rate: 4.66%
 - Original Amount: \$16,045.00
 - Original Terms: 61 Months
 - No of Late Payments: 0
 - Monthly Payment: \$296.00
 - Percent Paid: 100%
 - Estimated Payoff: \$0.00
 - Remaining Terms: Joint: NO
 - Loan Type: Auto Loan
 - Trade Status: Closed
 - Trade Open Date: 07/31/2011
- Certificate Status:**
 - Printed By: N/A
 - Confirmed By: N/A

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Wrap up



Soft Introduction

- Soft Introductions drive success rates
- Something as simple as

“Are you interested in adding soft pull prequalification credit reports to the process. Results in more accurate payment quotes and you receive a FICO Score and a Full Credit report. Bureau of your choice.”





Free Trial Offer!

- 700Credit is offering Upstart customers a 60-day FREE trial of our prequalification platform
- Enroll your customers using the lead form on the following page to begin!



Lead Form

- Customized lead form:
 - www.700credit.com/upstart
- Instantly sends your referral to the geographically appropriate 700Credit Account Executive
- Designates this dealer as an Upstart lead for revenue share purposes
- Triggers robust, transparent reporting on how we're doing with your referrals



Thank you for your interest in 700Credit. Please fill out the form and someone will be in contact with you shortly.

First Name*

Last Name*

Dealership Name*

Email*

Street Address*

City*

State

Zip Code*


Phone*

Affiliate Rep

Notes

CAPTCHA

☐ I'm not a robot


Privacy - Terms


Submit

Integration Overview

700Credit has announced product integration with the Upstart Digital Retailing platform. The new alliance integrates our prequalification platform seamlessly into the digital retailing process, offering consumers an opportunity to see their credit score range by simply entering their name and address.

Introduction to Prequalification

- The 700Credit prequalification platform is our web-based lead generation platform that does not require a consumer's SSN or DOB and has no effect on their credit file.
- Presented with a simple lead form, consumers can quickly get prequalified for a vehicle while going through the Upstart digital retail process.
- Dealers receive a FICO score and full credit file making it easy to estimate payments and understand what the consumer is qualified for before the first phone call.
- Our QuickMobile app makes it easy and convenient for dealers to receive and respond to customers who have run through the prequalification process while using the Upstart digital retailing platform.





What 700Credit will do on Upstart Behalf

- Sales & Marketing
- Account Setup
- Training
- 24/7 Support
- New Business



QUESTIONS?

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