

# Soft Pulls

BENEFITS OF PREQUALIFYING CUSTOMERS IN YOUR AUTOAPR 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<sup>®</sup> Score and full credit file so accurate quotes can be made earlier in the sales cycle.

AutoAPR dealers receive immediate benefits by adding soft pulls into their process.

- **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.
- **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.**

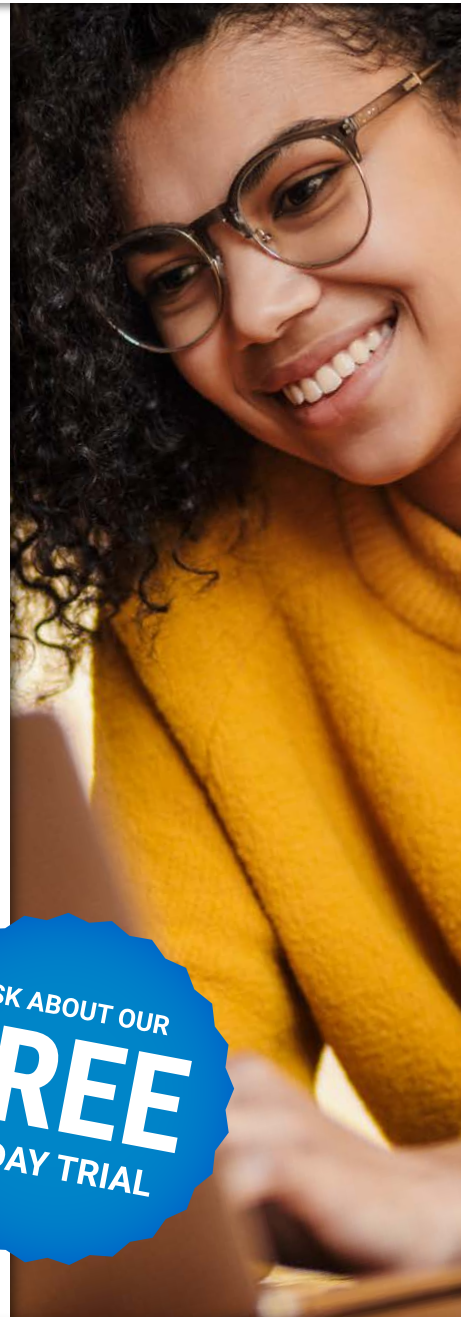
Think soft pulls cost too much? Think again.

## QuickQualify Bundled Pricing

Price for Bundle	TransUnion Trans / Cost Per	Experian Trans / Cost Per	Equifax Trans / Cost Per
\$49	25 / \$1.97	25 / \$1.97	25 / \$1.97
\$99	53 / \$1.87	53 / \$1.87	53 / \$1.87



Start benefiting from running soft pulls in AutoAPR, contact us today!



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