700Credit

CREDIT | COMPLIANCE | SOFT PULLS

DEALER FRAUD IS ON THE RISE –
IS YOUR BUSINESS PROTECTED?

700Credit's Identity Verification & Driver's License Authentication Solutions

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WHAT OUR CUSTOMERS THINK

We would like to express our gratitude for becoming your business partners and it is with great pleasure that we get to work with you and the rest of the 700Credit team. It is very gratifying for Rydell to be supported in business by a reliable system and trustworthy ally when it comes to ID Verifications, Synthetic Identity, Red Flag and Consumer Alerts in preventing Fraud and Identity theft. This program helps companies like us minimize risk, eliminate losses, upsurge credibility and at all times ready for Credit Reporting Audit and most important of all always in compliance with the Law. We always appreciate all your efforts, support and always being there for us. We are looking forward for more years – or decades working with of the 700Credit Team.

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Rydell Group

An introduction to

700Credit

700Credit is the largest provider of credit reports, compliance solutions and soft pull products to automotive, RV, marine and powersports dealers.

Our product and service offerings include credit reports, prescreen and prequalification platforms, Adverse Action and Risk-Based Pricing Notices, Red Flag, OFAC search, MLA, Synthetic Fraud Detection, Identity Verification, Score Disclosure Notices, a learning management platform for compliance and more.

700Credit began in 2000 providing credit reports to a small group of automotive dealerships in California and Florida. Today, our organization has grown to one of the largest credit report and compliance vendors in the automotive industry. We maintain close working relationships with all three bureaus (Equifax, Experian and TransUnion) - when compliance and/or regulations change, we know about it immediately and make the required changes and updates to our solutions.

As we have grown, we have carefully selected specific products and services that both support and enhance our core, credit report business. Consistently, we strive to meet our goal to create additional value for our clients by streamlining their workflow to help maximize their opportunity for growth. Our client onboarding process is "best in class" in the industry. In as little as 48 hours, dealers will be up and running with any of our solutions.

With 15,000+ direct dealer clients and 200+ software partners, we look forward to becoming your trusted identity verification vendor.

A Word from Our Managing Director, Ken Hill

Dealership identity fraud has become a $619M dollar problem in 2022 and the numbers are expected to grow exponentially. Fraudsters are becoming more creative in their approach, and 700Credit has many solutions to protect dealerships before they become victims.

This 700Credit product guide breaks down in detail our identity verification and fraud detection products that assist in protecting dealerships from being exposed throughout their sales process including:

• In-store walk-ins and test drives
• Website leads or inbound phone calls where customers push to work the deal remotely
• F&I office
• Digital retail process

This guide provides a brief overview of our platform including:

1. **Identity Verification –** Our core product that focuses on preventing identity theft, provides a summary table of results/alerts appended to each credit report identifying suspicious information including red flags, OFAC checks, address/ID verification and provides out of wallet questions for dealers to assist in validating identity.
2. **Synthetic ID Fraud –** Provides a high-risk fraud score which evaluates a consumer's credit behavior and credit relationships over time to uncover synthetic ids created by fraudsters.
3. **Driver's License Authentication:–** Validating the consumers a driver's license is a key line of defense to help fight fraud in dealerships as early on in the sales process as possible. Utilizing driver's license scanners simply to obtain an image and OCR the data off the license is no longer an option. We have 2 platforms for dealers to authenticate customers – both remotely and in-store.

    • **QuickScan** from 700Credit is a powerful **mobile document authentication platform** that allows dealerships to text a link to the consumer to capture an image of their document, validate the document AND the consumers identity in real-time. It can be used in-store and remotely to aid in verifying the identity the remote shopper.
    • **ID Drive** from 700Credit & eLend Solutions provides dealers with the most comprehensive **physical driver's license scanning solution** for automotive dealers today. This platform combines our prescreen & prequalification platforms, and our suite of Identity Verification tools including Red Flag & Synthetic Fraud detection to deliver fast, accurate results.

We hope you find this material helpful as you work to put in place solutions at your dealership to run your business efficiently and prevent fraud while remaining in compliance with the law.

Ken Hill

Ken Hill
Managing Director, 700Credit

Identity Verification

700Credit's Identity Verification platform is an automated solution that provides a summary table of results appended to each credit report. Identity Verification provides a vital service by flagging information that on the surface may seem true, but in reality, is questionable. These warning messages focus on high-risk applicants, social security numbers, driver's licenses and addresses.

The following information is provided on a consumer when running 700Credit's Identity Verification solution:

OFAC Database Search

700Credit's OFAC solution screens all of your customers against the OFAC list for every transaction. If a match occurs, 700Credit will assist your dealership employees with the steps to remain compliant with the federal government's regulations.

ID Match

This section fulfills a dealership's requirement to verify the applicant's name and address against a 3rd party, public record database. If an alert is triggered, a link to out of wallet (OOW) questions appears in the Next Steps column.

Red Flag Alerts

Red Flag Alerts detect if suspicious or negative activity occurred on an individual's credit report which could be a sign of fraud. Credit Bureau's must follow the FTC's Red Flags Rule to identify, manage and avoid these suspicions.

Synthetic ID Fraud

Our Synthetic ID Solution is built to detect synthetic fraud using a breadth of data and a suite of analytical fraud solutions. The model complies with the Fair Credit Reporting Act (FCRA) and returns a risk score with score factors to help determine if a new customer application is associated with a synthetic identity.

Military Lending Act (MLA)

We run MLA checks on all buyers and display the results in the table.

ID Verification

This step reminds the dealer to ask for and validate the form of identification the consumer presents at the point of sale.

Out of Wallet Questions

Out of Wallet questions designed to speed the verification process and keep your customers in your store. When a Red Flag alert occurs, your dealership must validate the person's identity. If the customer answers the majority of the questions correctly, their identity is verified and the alert is automatically resolved, allowing you to proceed with the transaction.
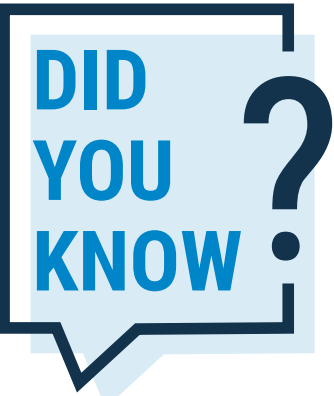
Synthetic ID Fraud

Advancements in identity authentication practices compel criminals and their networks to constantly adjust their tactics to exploit opportunities for which there are limited solutions. Synthetic identity fraud is a recent example of this type of criminal creativity.

What is synthetic ID fraud?

Synthetic ID is a type of identity theft where a fraudster utilizes a combination of both accurate and false personal data to create a synthetic identity, such as: a name, address and stolen social security number. This combined information is used to build an identity and send an inquiry to a credit bureau, causing the bureau to create a new profile for this seemingly new 'synthetic' individual. Fraudsters then use this new identity to make purchases – including vehicles.

Synthetic ID Fraud Costs Dealers $619 million/year - *Is Your Dealership Protected?*

Our Synthetic ID Solution is built to combat synthetic fraud using a breadth of data and a suite of analytical fraud solutions to prevent criminals from continuing to hide behind their false identities.

We use a high-risk fraud score that looks at a consumer's credit behavior and credit relationships over time to uncover previously undetectable risk.

Our model complies with the Fair Credit Reporting Act (FCRA) and returns a risk score with score factors to help determine if a new customer application is likely associated with a synthetic identity. The high-risk fraud score has been very effective in finding those synthetic identities that are established and approaching the maturity level necessary to perpetrate fraud.

How the 700Credit Synthetic Identity Solution Keeps You Safe

Find Previously Undetecable Risk

Evaluate Behavior Consistent with Synthetic Fraud ID

**Uncover Connections to Real Identities**

Driver's License Authentication

Protect your store with the industry's most advanced data capture and driver's license authentication solutions for automotive retailers today. We have 2 platforms for dealer's to authenticate customers – both remotely and in-store. Our solutions empower dealers to identify – and stop – fraud at the TOP of the sales funnel.

Mobile Scanner

*Quick*Scan

QuickScan from 700Credit is a powerful mobile document authentication platform that provides dealerships real-time confirmation of the legitimacy of a customer's driver's license and identity. Although it can be used in-store, it is particularly helpful when used to verify the identities of online car buyers and leads.
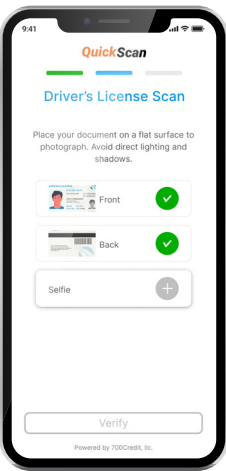
Physical Scanner

ID DRIVE
from eLEND SOLUTIONS™

ID Drive from 700Credit & eLend Solutions provides dealers with the most comprehensive physical driver's license scanning solution for automotive dealers today. This platform combines our prescreen & prequalification platforms, and our suite of Identity Verification tools including Red Flag & Synthetic Fraud detection to deliver fast, accurate results.

HOW IT WORKS

The QuickScan process begins with the dealer sending their customer an SMS link to their mobile device.

1 With ID Drive, the customer's driver's license is scanned at the dealership.

The customer takes images of the front and back of their document, along with a selfie and submits those for processing.

2 The customer provides consent to have their ID validated.

The images and selfie are run through powerful document authentication, identity verification, and synthetic fraud detection - giving you a result you can trust.

3 Once verified (with the same technology used by the Department of Homeland Security) the customer's information is run through 700Credit's Identity Verification & Synthetic ID Fraud tools.

WHAT OUR CUSTOMERS THINK

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There are three key benefits that I see with QuickScan solution in our stores. The first benefit is being able to validate the customer and identity fraud before we invite them into the store. The second part, we are able to capture the front and back of the driver's license and validate everything through the data points with the scan. And the third benefit of QuickScan is it takes all the NPI (non-public information) off of the sales person's cell phone and onto a secure QuickScan network.

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Feldman Auto Group

BEYOND IDENTITY VERIFICATION

700Credit is more than just identity verification solutions- we also provide soft pull solutions to over 15,000 dealerships. We are partnered with 200+ of the industry's top CRM, DMS, website and DR platforms to provide you with the smoothest workflow possible.

CREDIT

RouteOne · Dealertrack · CUDL · AppOne · CRM · DMS

COMPLIANCE

Red Flag · Adverse Action · Synthetic Fraud · RBPN · MLA

SOFT PULLS

Prequalification · Prescreen · CRM · Service Lane · Digital Retailing

IDENTITY VERIFICATION

Identity Verification · Synthetic ID · Driver's License Scan

For more information, visit www.700credit.com.

700Credit

CREDIT | COMPLIANCE | SOFT PULLS

TRUSTED BY 15,000+ DEALERSHIPS

Stand-Alone and Integrated Software Solutions for Your Dealership's Sales, Finance, and Compliance Teams

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Since our inception in 2000, we have partnered with 200+ of the leading DMS, CRM, Service Lane, Desking, Website and Digital Retailing platforms each experiencing the synergy of working with an industry leader on a daily basis. We've learned over the years that these relationships are an important key to our success – and our dealership clients.

www.700credit.com