

# Soft Pulls

BENEFITS OF PREQUALIFYING CUSTOMERS IN YOUR MY LIZZY 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 an SSN or DOB, and they provide dealers with a FICO® Score and full credit file so accurate quotes can be made earlier in the sales cycle.

My Lizzy 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.
- **The FICO score and FULL CREDIT FILE** you receive from the Lizzy CRM and DMS software is aligned exactly with your Finance Office's preferred Bureau and ScoreCard.
- **There is no impact on a consumer's credit score** when utilizing a soft pull, as no hard inquiry is placed on the file.
- Consumers that are prequalified early in the sales process are **proven to generate a higher lead conversion rate** than those that were not.

## QuickQualify Bundled Pricing

| Price for Bundle | TransUnion<br>Trans / Cost Per | Experian<br>Trans / Cost Per | Equifax<br>Trans / Cost Per |
|------------------|--------------------------------|------------------------------|-----------------------------|
| \$49             | 30 / \$1.63                    | 34 / \$1.45                  | 30 / \$1.63                 |
| \$99             | 65 / \$1.52                    | 75 / \$1.32                  | 65 / \$1.52                 |
| \$149            | 115 / \$1.30                   | 135 / \$1.10                 | 115 / \$1.30                |



Start benefiting from running soft pulls in the My Lizzy platform, contact us today!



[Learn More](#)

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