

# Soft Pulls - Prequalification

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

VinSolutions dealers receive immediate benefits by adding prequalification into their sales process.

- **Accuracy in the monthly payment quotes** provided to the consumer 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 VinSolutions platform 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.
- Prequal leads are **automatically pushed** to the Vin Solutions CRM.

## Prequalification Bundled Pricing

Price for Bundle	TransUnion Trans / Cost Per	Experian Trans / Cost Per	Equifax 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

VinSolutions

Start benefiting from adding prequalification to your website today!



[Learn More](#)

[866.273.3848](tel:866.273.3848) | [sales@700credit.com](mailto:sales@700credit.com)