

# Soft Pulls

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

## Gubagoo

Gubagoo 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 your Gubagoo Virtual Retailing page 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 higher lead conversion rate than those that were not.

### QuickQualify Bundled Pricing

Bundled Package	Cost	Transactions in Bundle	Cost per Transaction Over
<b>Bundle #1</b>	\$49.00	40	\$1.19
<b>Bundle #2</b>	\$99.00	99	\$0.99

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



[Learn More](#)

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