

Soft Pulls

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

Rollick dealers receive these 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 Rollick DR process 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.

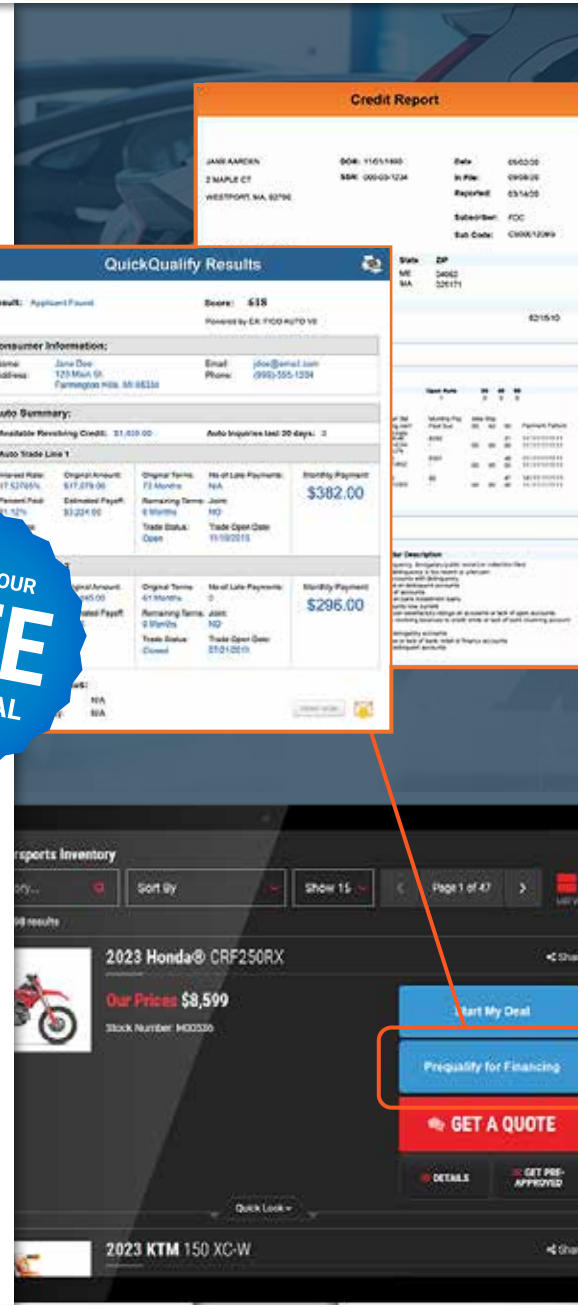


QuickQualify Bundled Pricing

Bundled Package	Cost	Transactions in Bundle	Cost per Transaction Over
Bundle #1	\$49.00	30	\$1.63
Bundle #2	\$99.00	65	\$1.52
Bundle #3	\$149.00	115	\$1.30
Bundle #4	\$249.00	200	\$1.25



Start benefiting from running soft pulls in Rollick & contact us today!



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866.273.3848 | sales@700credit.com

700Credit is the largest provider of credit, compliance, and soft pull solutions for automotive retailers.

www.700credit.com



CREDIT | COMPLIANCE | SOFT PULLS