

Soft Pulls

BENEFITS OF PREQUALIFYING CUSTOMERS IN YOUR TECOBI 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.



Tecobi has seamlessly integrated 700Credit's prequalification platform into their chat process. Consumers are pushed a prequalification link where they can enter their name and address, and in return dealers are provided vital credit information.

Tecobi dealers receive these immediate benefits by adding soft pulls into their process:

- **Accuracy in the monthly payment quotes** provided to the consumer through your Tecobi 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 700Credit soft pull 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 higher lead conversion rate than those that were not.

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

The image shows two screenshots from the Tecobi platform. The top screenshot is a 'Credit Report' for JANE KARDEN, showing a FICO score of 638, a credit limit of \$1,000.00, and a monthly payment of \$382.00. The bottom screenshot is a 'QuickQuality Results' screen showing the same consumer information and two auto trade line offers. The first offer is for a 2018 Ford Focus with a monthly payment of \$382.00. The second offer is for a 2018 Ford Focus with a monthly payment of \$296.00. Both offers show a 4.99% interest rate and a 60-month term.



The image shows a screenshot of a chat conversation on a mobile device. The chat is between a customer and a dealer. The customer asks about a car with a monthly payment of \$279 a month. The dealer responds with a link to a car listing. The chat history shows the dealer's previous response, which included a link to a car listing. The link is highlighted with a red box.



Learn More

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

www.700credit.com

