Soft Pulls

BENEFITS OF PREQUALIFYING CUSTOMERS IN YOUR TRADEVUE PLATFORM

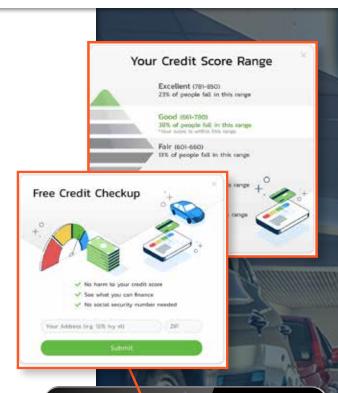
Soft pulls provide a quick and inexpensive way to prequalify a consumer for a vehicle without placing a hard inquiry on their credit file. They do not require a SSN or DOB, and they provide dealers with a FICO[®] Score and full credit file so accurate quotes can be made earlier in the sales cycle.

TradeVue by e-drive auto

TradeVue by E-Drive Auto dealers receive immediate benefits by adding soft pulls into their process:

- Dealers receive a full credit file and FICO® Score without placing a hard inquiry on the consumer's credit file.
- 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.
- 700Credit will align your bureau and score card preferences with your finance office to provide an accurate picture of where the consumer's stands.
- 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 TradeVue by E-Drive Auto, contact us today!





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