



700Credit & Carsforsale.com Integration Overview

Carsforsale.com is a **digital retailing platform** that allows consumers to gain access to millions of active buyers across **Carsforsale.com** and other shopping platforms (**SiteFLEX** – see below).

- Lead actions and forms placed on every page
- Record growth in leads and shopper profiles.
- Provides the same, or higher, number of leads without paying thousands (according to 96% of dealers surveyed).

SiteFLEX Websites: One-of-a-kind, custom websites powered by advanced SEO designed for traffic, prequalified leads, and better conversion rates.

- Flexible designs
 - o Hundreds of flexible layouts and customizable features
 - o Higher conversion rates with custom lead actions and forms placed on every page
- Integrated financing
 - o Soft credit checks available at every conversion point

Products Integrated:

- Soft pull, prequalification (QuickQualify/QQI)
 - o Enables consumer prequalification without impacting credit scores. Requires only name and address, providing a **FICO score range**
 - **CFS by default offers only a FICO score range**, but dealers can request to upgrade to a full QQ report if they want (see user guide for more details).

Save-Only Push Availability:

- Dealertrack & RouteOne

Markets Served:

- 22,000 Independent Automotive Dealers (new & used vehicles)

Modules:

- Automotive marketplace (Carsforsale.com), website provider (SiteFLEX) & CRM (My.Account.Center)

Benefits for dealers/consumers:

- Customizable websites & flexible layouts with SiteFLEX
- Easy prequalification via online forms; results include FICO® **range** and lead details for dealer follow-up.
- View lead data via My Account Center (CFS) & 700Dealer.com

Market Competition:

- Autotrader
- CarGurus
- Cars.com