



700Credit & FINIO Integration Overview: [Finio Vendor Showcase.mp4](#)

Finio is the premier digital lending platform that connects customers, retailers, and lenders across the powersports, recreation, motorcycle, marine, and other industries.

The company's compliant and secure FinTech platform seamlessly converts leads into qualified and approved buyers, while lenders benefit from higher funnel customer exposure, process efficiencies, and reliable access to rapidly evolving digital sales channels.

- Customize your roster of lending partners, markup requirements, & business rules
- Digitize transactions from start to finish through deskings solutions, F&I menus, & paperless e-contracting

Products Integrated:

- Soft pull, prequalification (QuickQualify/QQI)
 - o Consumers prequalify within a digital retailing marketplace, and dealers receive the results in an iFrame within FINIO's back-end.
- Credit & Compliance
 - o Consumers can fill out a credit application within a digital marketplace & dealers can also manually perform a hard pull in the FINIO back-end.

FINIO Prequalification Features:

- Prequalify customers on your website
- Secure multi-factor authentication
- Lead Integration with your CRM
- No impact on credit score

FINIO Credit Features:

- Plug and play credit application
- Secure multi-factor authentication
- Configurable smart lender routing
- Lead integration with your CRM/DMS

Modules:

- Digital Retailing plug-in & CRM (FinTech)

Markets Served:

- Marine, Powersports, RV & Truck

Partnerships:

Finio Inc. has a partnership online vehicle marketplace Trader Interactive to streamline the credit application process of vehicles other than passenger cars.

Finio's technology will be integrated into Trader Interactive's existing Buy Now credit approval tool as part of the partnership.