Soft Pulls

BENEFITS OF PREQUALIFYING CUSTOMERS IN YOUR QUALIFY WIZARD PLATFORM

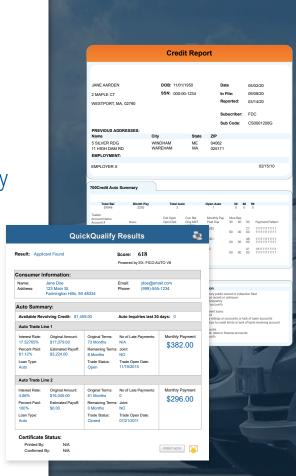
Soft pulls provide a quick and inexpensive way to prequalify a consumer for a vehicle without placing a hard inquiry on their credit file. They do not require a SSN or DOB, and they provide dealers with a FICO® Score and full credit file so accurate quotes can be made earlier in the sales cycle.



Qualify Wizard dealers receive immediate benefits by adding soft pulls into their process.

- Accuracy in the monthly payment quotes provided to the consumer by your Qualify Wizard platform sets the proper expectations which is critical to completing the sale and removing friction in the finance office.
- 700Credit will align your finance offices bureau and FICO® Score preference with the bureau and FICO Score utilized by your digital retailing platform.
- Dealers receive a full credit file and FICO® Score without placing a hard inquiry on the consumer's credit 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 Qualify Wizard, contact us today!



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