

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!

QuickQuality Results

Result: Applicant Found Score: 418
Powered by EK FICOAUTO V8

Consumer Information:
Name: John Doe Email: jdoe@email.com
Address: 123 Main St Phone: (999) 555-1234
Farmington Hills, MI 48334

Auto Summary:
Available Revolving Credit: \$1,000.00 Auto Requires List 30 days: 0

Auto Trade Line 1	
Interest Rate: 17.9750%	Original Amount: \$17,079.99
Percent Paid: 91.12%	Estimated Payoff: \$2,224.00
Loan Type: Auto	Auto

Auto Trade Line 2	
Interest Rate: 4.99%	Original Amount: \$19,344.99
Percent Paid: 92.0%	Estimated Payoff: \$30.00
Loan Type: Auto	Auto

Certificate Status:
Printed By: N/A
Confirmed By: N/A

Credit Report

JANE KARDEN DOB: 11/01/1980 Date: 05/02/20
2 MAPLE CT SSN: 000-00-1234 In File: 09/09/20
WESTPORT, MA 02796 Report#: 031400
Subscore: FOC
Est Code: C000012099

State: MA ZIP: 02791
City: WESTPORT

Head Auto: 1 2 3 4 5 6 7 8 9 10

Acct	Month	Pay	Rate	Term	Age	Payment
1	05/20	\$100.00	10.00%	36	12	\$100.00
2	06/20	\$100.00	10.00%	36	11	\$100.00
3	07/20	\$100.00	10.00%	36	10	\$100.00
4	08/20	\$100.00	10.00%	36	9	\$100.00
5	09/20	\$100.00	10.00%	36	8	\$100.00
6	10/20	\$100.00	10.00%	36	7	\$100.00
7	11/20	\$100.00	10.00%	36	6	\$100.00
8	12/20	\$100.00	10.00%	36	5	\$100.00
9	01/21	\$100.00	10.00%	36	4	\$100.00
10	02/21	\$100.00	10.00%	36	3	\$100.00

Account Description:
This is a credit report for a consumer who has been approved for a credit line. The report shows a history of on-time payments and a good credit score. The consumer is currently in good standing with the lender.



Bliss Cruise

Hi! I'm John. What type of monthly budget are you looking to stay within? We have car loans with as low as \$279 a month.

Tecobi Robot delivered at 10:27pm

12:30:03

Content ID: 123456789
Customer's first engagement with Magic Link. We've been playing with things for a while now. They spent the most time looking at loan payments and it looks like the goal was around \$12. The sweet spot for them seems to be 12 months. They believe their credit is somewhere between Good and Okay. It also looks like they may have a \$10,000 to put down, but might want to put \$500 down. Endicott the cashback button 14 times. It looks like they are located in San Miguel, San Luis Obispo - CA, or City 93101.
Click on Link Link below to view full report and credit history.

Magic Link Information
Source: one Campaign: FTR00000100

Internal Message
Tecobi Robot at 10:27pm



Learn More

866.273.3848 | sales@700credit.com

700Credit is the largest provider of credit, compliance, soft pull and driver's license authentication solutions for automotive retailers.

www.700credit.com

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CREDIT | COMPLIANCE | SOFT PULLS