

Soft Pulls

BENEFITS OF PREQUALIFYING CUSTOMERS IN YOUR CARS COMMERCE PLATFORM

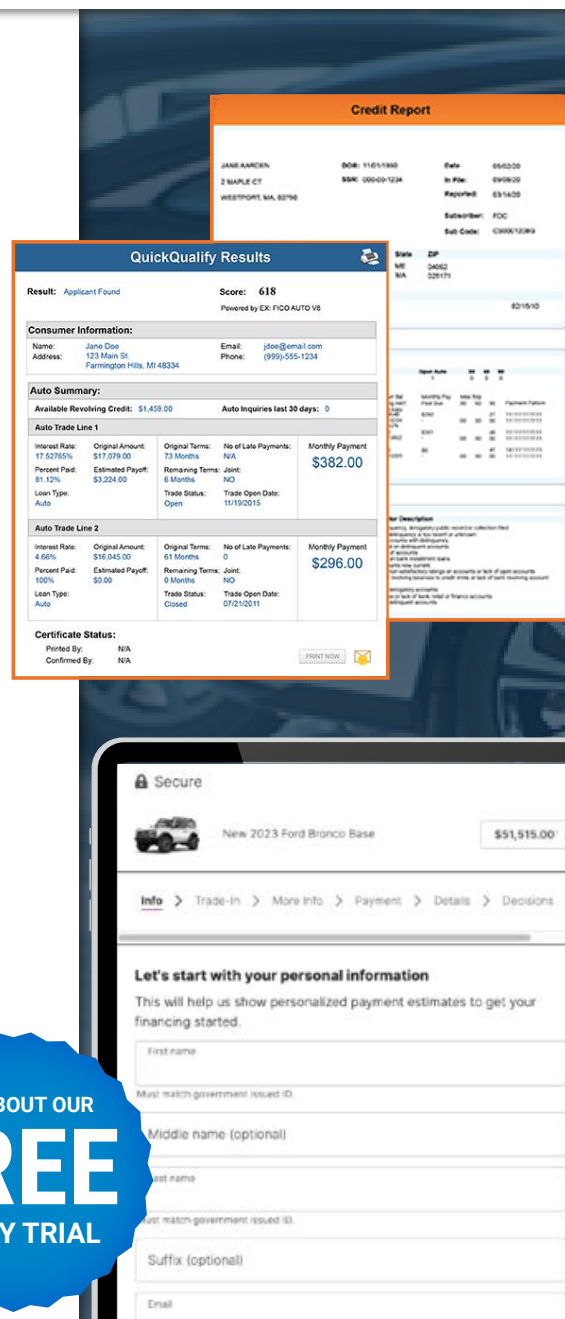
Soft pulls provide a quick and inexpensive way to prequalify a consumer for a vehicle without placing a hard inquiry on their credit file. They do not require a SSN or DOB, and they provide dealers with a live FICO® Score and full credit file so accurate quotes can be made earlier in the sales cycle.



By using soft pulls, dealers who use Cars Commerce receive these immediate benefits:

- **Accuracy in the monthly payment quotes** provided to the consumer through your Cars Commerce 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 Cars Commerce today!



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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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