

# Soft Pulls

## BENEFITS OF PREQUALIFYING CUSTOMERS IN YOUR SELECTFI 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.



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

- Accurate monthly payment quotes from your DR platform set proper sales expectations and streamline finance office processes.
- Prequalification early in the sales process is PROVEN to generate higher lead conversion rates.
- Receive a full credit file and FICO® Score with no hard inquiry on a consumer's credit file.
- 700Credit aligns your finance office's bureau and FICO® Score preference with those used by your digital retailing platform.

### QuickQualify Bundled Pricing

Bundle Package	Bundle Cost	Experian / TransUnion / Equifax	
		Transactions in Bundle	Cost/Transaction Over
Package 1	<b>\$49.00</b>	12	\$3.32
Package 2	<b>\$99.00</b>	27	\$3.14
Package 3	<b>\$149.00</b>	43	\$3.03

### QuickQualify Soft Pull Credit Report Fees:

	Experian	TransUnion	Equifax
FICO Surcharge	\$0.99	\$2.42	\$4.24
Vantage Scorecard	\$1.51	\$2.10	\$0.35
FACTA	N/C	\$0.11	\$0.21



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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](http://www.700credit.com)

 **700Credit**  
CREDIT | COMPLIANCE | SOFT PULLS