

Soft Pulls

BENEFITS OF PREQUALIFYING CUSTOMERS IN YOUR TOYOTA 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 an 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.

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

- **Accuracy in the monthly payment quotes** provided to the consumer by your digital retailing 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 Toyota's digital retailing 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 a higher lead conversion rate** than those that were not.

QuickQualify Bundled Pricing

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



TOYOTA

Start benefiting from running soft pulls in the Toyota platform, contact us today!



[Learn More](#)

866.273.3848 | sales@700credit.com

QuickScan

Verify a customer's driver's license and identity in minutes, before they step into the store.

QuickScan from 700Credit is a powerful mobile document scanner that provides dealerships real-time confirmation of the legitimacy of a customer's driver's license and identity. **Although it can be used in-store, it is particularly helpful when used to verify the identities of online car buyers.**

According to the FTC, retail businesses lose billions of dollars annually when fraudsters purchase or return goods by using counterfeit driver's licenses.

Stop Fraud in the Funnel

- + Driver's License/Document Verification
- + Selfie Verification/Liveliness Detection
- + Front/Back Driver's License Validation
- + Device Verification
- + Synthetic ID Fraud Detection
- + Identity Verification Check, Red Flags OFAC

For more information, visit: www.700credit.com/quickscan
or call sales at: **866.273.3848**

How it works:

- 1 Using a link sent by the dealer to a customer's mobile device, the customer is guided through the process of capturing their document and selfie
- 2 Facial recognition software checks the selfie against the image on the driver's license to determine a match
- 3 The driver's license is scanned and run through rigorous data and document recognition checks to determine its authenticity
- 4 The customer's mobile device is authenticated
- 5 Information obtained from the license is run against Identity Verification tools to find evidence of fraud

Passed/Failed results are available in 700Dealer

QuickScan Results Summary

✓ Passed

Front Back Selfie

ID Information Verification				
first name	last name	date of birth	mobile number	exp. date
John	Consumer	mm/dd/yyyy	(xxx) xxx-xxxx	mm/dd/yyyy
address			document number	
12345 Anywhere Ave Apt 123 City Name, ST 12345			1234567891011121314	