Soft Pulls

BENEFITS OF PREQUALIFYING CUSTOMERS IN YOUR TRADEPENDING 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.

TradePending 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.
- **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.**

Think soft pulls cost too much? Think again.

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

ASK ABOUT OUR FREE 30-DAY TRIAL

TRADEPENDING

Start benefiting from running soft pulls in TradePending, contact us 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

700Credit
CREDIT | COMPLIANCE | SOFT PULLS