

Soft Pulls

BENEFITS OF PREQUALIFYING CUSTOMERS IN YOUR VINSOLUTIONS 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.

VinSolutions dealers receive immediate benefits by adding prequalification into their sales process.

- **Accuracy in the monthly payment quotes** provided to the consumer 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 VinSolutions 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.
- Prequal leads are **automatically pushed** to the Vin Solutions CRM.

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 |

VinSolutions

Start benefiting from adding prequalification to your website today!



[Learn More](#)

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