Soft Pulls

BENEFITS OF PREQUALIFYING CUSTOMERS IN YOUR MY LIZZY 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.

My Lizzy 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 the Lizzy CRM and DMS software 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 Monthly Platform Fee

Franchise Dealerships	Independent Dealerships
$149.00/month	**$99.00/month**

QuickQualify Transactional Charges

Equifax	Experian	TransUnion
$3.99	**$2.89**	**$3.79**

ASK ABOUT OUR **FREE** 30-DAY TRIAL

Learn More **866.273.3848 | sales@700credit.com**

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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CREDIT | COMPLIANCE | SOFT PULLS