

Soft Pulls

BENEFITS OF PREQUALIFYING CUSTOMERS IN YOUR ROLICK 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.



Rollick 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 your Rollick DR process 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

The screenshot displays the Rollick platform interface. At the top right, a 'Credit Report' for Jane Aachen is shown, including DOB, SSN, and address. Below it, the 'QuickQualify Results' section displays a FICO score of 618 and provides detailed consumer information and two auto trade line summaries. The first trade line is for a 2023 Honda CRF250RX with a monthly payment of \$382.00. The second trade line is for a 2023 KTM 150 XC-W with a monthly payment of \$296.00. At the bottom, the 'Sports Inventory' section shows a list of vehicles with a 'Start My Deal' button and a 'Prequalify for Financing' button. A large blue circular badge with white text reads 'ASK ABOUT OUR FREE 30-DAY TRIAL'.



Learn More

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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

