

# 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

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 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



866.273.3848 | [sales@700credit.com](mailto:sales@700credit.com)