

Soft Pulls

BENEFITS OF PREQUALIFYING CUSTOMERS IN YOUR CDK DR 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 live FICO® Score and full credit file so accurate quotes can be made earlier in the sales cycle.



CDK Digital Retailing 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.**
- **Add the #1 performing CTA "Get Prequalified"** to your VDP for even more prequalified customers.

Start benefiting from running soft pulls in CDK today!



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