Soft Pulls

BENEFITS OF PREQUALIFYING CUSTOMERS IN YOUR QUALIFY WIZARD PLATFORM

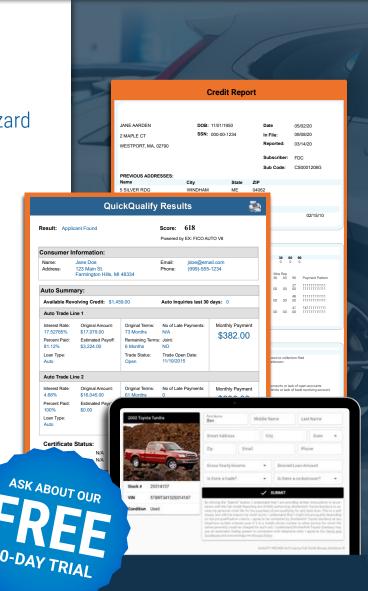
Soft pulls provide a quick and inexpensive way to prequalify a consumer for a vehicle without placing a hard inquiry on their credit file. They do not require a SSN or DOB, and they provide dealers with a FICO[®] Score and full credit file so accurate quotes can be made earlier in the sales cycle.



By using soft pulls, dealers who use Qualify Wizard receive these immediate benefits:

- Accuracy in the monthly payment quotes provided to the consumer through your Qualify Wizard 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 700Credit soft pull 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.

Start benefiting from running soft pulls in Qualify Wizard today!



Learn More

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