

Soft Pulls

BENEFITS OF PREQUALIFYING CUSTOMERS IN YOUR FASTLANE 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.

fusionZONE 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 FastLane's digital retailing 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.

QuickQualify Bundled Pricing

Price for Bundle	TransUnion Trans / Cost Per	Experian Trans / Cost Per	Equifax Trans / Cost Per
\$49	30 / \$1.63	34 / \$1.45	30 / \$1.63
\$99	65 / \$1.52	75 / \$1.32	65 / \$1.52
\$149	115 / \$1.30	135 / \$1.10	115 / \$1.30

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Start benefiting from running soft pulls in the FastLane platform, contact us today!



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