

Soft Pulls

BENEFITS OF PREQUALIFYING CUSTOMERS IN YOUR CARNOW 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.

CarNow dealers receive immediate benefits by adding soft pulls into their process.

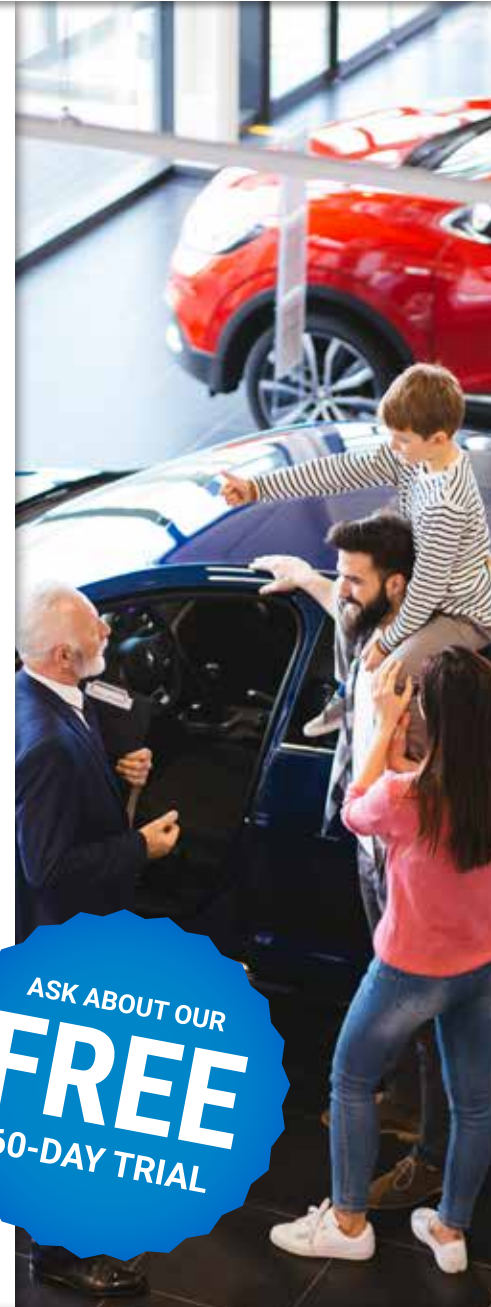
- **Accuracy in the monthly payment quotes** provided to the consumer by your digital retailing platform sets the proper expectations which is critical to completing the sale and removing friction in the finance office.
- **The FICO score and FULL CREDIT FILE** you receive from your CarNow Digital Retailing 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
\$25	20 / \$1.19	20 / \$1.19	20 / \$1.19
\$49	50 / \$0.99	50 / \$0.99	50 / \$0.99
\$99	110 / \$0.89	110 / \$0.89	99 / \$0.89

CarNow

Start benefiting from running soft pulls in CarNow, contact us today!



[Learn More](#)

866.273.3848 | sales@700credit.com