

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 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.**

Think soft pulls cost too much? Think again.

QuickQualify Bundled Pricing

Price for Bundle	TransUnion Trans / Cost Per	Experian Trans / Cost Per	Equifax Trans / Cost Per
\$49	25 / \$1.97	25 / \$1.97	25 / \$1.97
\$99	53 / \$1.87	53 / \$1.87	53 / \$1.87

TRADEPENDING

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



866.273.3848 | sales@700credit.com