



# USER GUIDE MARCH 2022

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## **Welcome to 700Credit!**

700Credit is the leading provider of credit and compliance solutions for the automotive industry. Our products and services have evolved through the years, as we continually collect feedback from our clients around the country. Our singular focus on the automotive industry has allowed us to create solutions that are easy to use and best fit the needs of our dealer clients. Today we have over 14,500 direct dealer clients using our products and services across the US.

## **Credit Reports**

We offer access to reports from the leading national credit companies, Experian, Equifax and TransUnion. Credit Reports contain information from credit grantors, courts, and collection agencies regarding the historical loans by the consumer. Credit Reports also include scores (FICO and Vantage), and public records such as judgments, liens, and bankruptcies. They also may include previous employers, addresses and other names used. All 700Credit clients receive their choice of report format, score, and ancillary products.

## **Red Flag**

A Red Flag summary is provided with each report pulled, to alert you to information that appears to be genuine on the surface but may be questionable. These warning messages focus on high-risk applicants, social security numbers, driver's licenses, and addresses. Currently, there are more than 31 patterns for Red Flag alerts.

#### **Out of Wallet Questions**

Out of Wallet (OOW) questions are available for every applicant processed through the platform. When a Red Flag alert occurs, your dealership must validate the person's identity. OOW questions are available instantly, providing multiple choice questions that would be hard for an identity thief to answer. If the consumer answers most the questions correctly, their identity is verified, and the alert is automatically resolved, allowing you to proceed with the transaction.

## **Risk-Based Pricing Notices**

Following the National Automobile Dealers Association (NADA) and National Independent Automobile Dealers Association (NIADA) recommendations, our solution uses the Exception Notice option, otherwise known as Model Form B-4 and Model Form B-5, for those instances where a score is not returned on the consumer.





## **Adverse Action Letters**

We have developed a base solution that follows industry best practice (and the best liability protection) to help keep you in compliance with federal and state laws and regulations. Our services can be tailored to fit your dealership's interpretation of the law and internal policies.

Elead has integrated our credit, compliance and prescreen solution, QuickScreen, into their platform. This brief guide will walk you through how to pull credit, monitor your compliance and run a prescreen in the Elead platform. If you have any questions, please feel free to reach out to our support desk at (866) 273-3848 or email us at: <a href="mailto:support@700Credit.com">support@700Credit.com</a>.



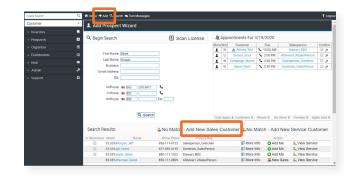


# **Adding a New Customer**

Starting in the "Prospect" tab, choose the "Add Prospect Wizard" menu item and then click "Add" in the top tool bar.

First, ensure the consumer is not already in the system by typing in their first/last name and phone number into the search engine.

If this is truly a new customer, click the "Add New Sales Customer" link, circled to the right.

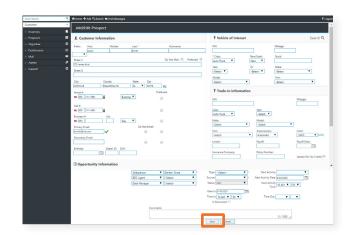


Fill out the customer's information.

Information in a prospect's profile includes:

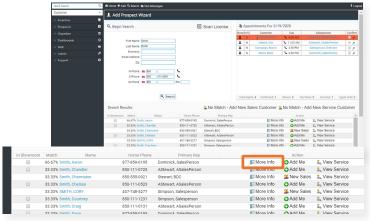
- 1. Vehicles of Interest
- 2. Trade-In Vehicle Information
- 3. Upcoming Activity/Meetings

Once completed, click "Save" at the bottom of the form's screen.



To edit an existing customer's information, return to the search engine, and search the customer through first/last name and phone number.

Locate the customer, and click "More Info" to pull up their profile and make edits.







# **Pulling Credit in Your Elead CRM**

The access to a credit bureau is integrated within the **Elead CRM**. This feature provides the ability to obtain credit information for potential customers. The customer's name and address are required to obtain a credit score and auto summary. The feature offers visibility into the credit profile of the customer before a deal is negotiated. The information may help provide a vehicle payment estimate.

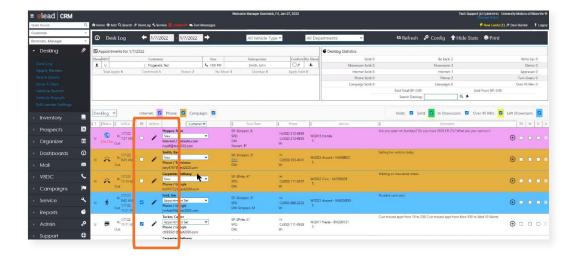
Dealers will begin by logging in using their provided credentials.



# 1. Pulling Credit in the Elead Desking Platform

From the main desktop, there are two points of 700Credit integration where dealers can pull credit; (1) the **desking platform**, and (2) the **customer profile**.

Within the main desking log, dealers will click the pencil icon next to a consumer's name, as shown here.

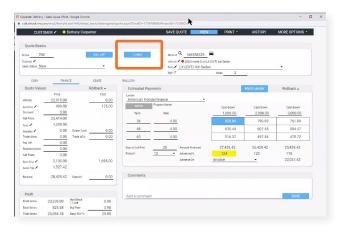






A window pop-up will appear with the customer's information.

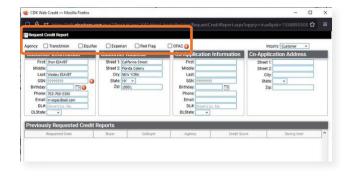
To begin the credit pulling process, click the blue "5 Liner" button at the top of the window, shown to the right.



This will prompt a second pop-up to appear, where the dealer will fill out the consumers information to pull the credit file.

At the top of the pop-up screen, select which bureaus you would like to use in pulling the credit file.

Upon completion, click "Request Credit Report".



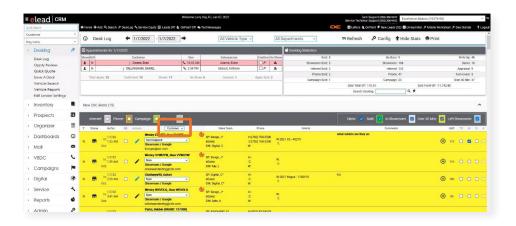
**Note:** Any previously run credit reports on this consumer, will appear at the bottom of the pop-up under the title, "**Previously Requested Credit Reports**".





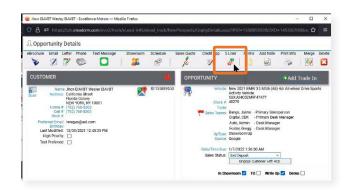
# 2. Pulling Credit in the Elead Customer Profile

Begin by selecting the consumer's name in which you would like to pull credit on.



A window pop-up will appear with the customer's information.

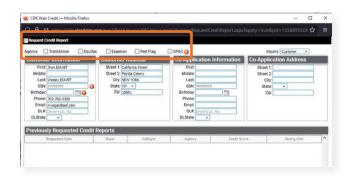
To begin the credit pulling process, click the icon at the top labeled "**5 Liner**", shown to the right.



This will prompt a second pop-up to appear, where the dealer will fill out the consumers information to pull the credit file.

At the top of the pop-up screen, select which bureaus you would like to use in pulling the credit file.

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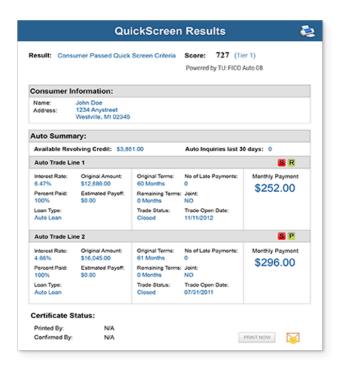
## **Introduction to QuickScreen**

Welcome to 700Credit's **QuickScreen** credit soft pull solution. QuickScreen is integrated with your **Elead** platform, so it is easy to access and easy to pull. Since it is a soft pull solution, you only need a consumer's name and address to pull their credit score and auto summary, with no adverse effect on their credit score.

QuickScreen gives you visibility into your customer's credit profile before you work a deal, so you can work the right deal, right away, saving time and preventing a potentially uncomfortable situation for your customer. QuickScreen can also help you provide the customer with a payment estimate based on the car they are interested in. In addition, knowing the customer's current car payment enables your team to have more meaningful budget conversation with the client, potentially shortening the sales process, getting you to the finish line faster.

#### QuickScreen returns the following data to the user:

- FICO Score
- Available Revolving Credit
- Auto Inquiries last 30 days
- Summary of Auto Trade Lines
- Including:
  - Current Monthly Payment
  - Current Auto Loan Interest Rate
  - Remaining Balance/Payoff
  - Payment History
  - Months Remaining on Auto Loans



### QuickScreen can be used in several scenarios within your dealership:

- To qualify and prioritize inbound and internet leads
- To mine for opportunities within your CRM
- To prequalify in-store and service lane customers





## **Prescreen Results**

After clicking "Prescreen", there are four possible responses:

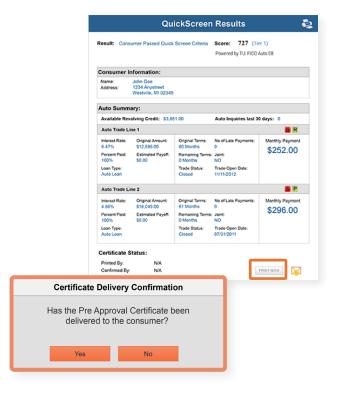
- Pass/Score Provided The applicant met the score cutoff selected by the dealer and the prescreen criteria of the bureau.
- Fail/No Score The applicant did not meet the cutoff score selected by the dealer.
- Decline The applicant did not meet 1 or more of the following: (The reason for the decline is not returned/identified for your review)
  - Credit score is below 500 automatic decline per credit bureau
  - Minimum age of 21
  - No open bankruptcies
  - Minimum 1 satisfactory trade
  - 1 open credit trade line 36 months old or older
  - Applicant has opted out of prescreen credit offers
     (https://www.consumer.ftc.gov/articles/prescreened-credit-and-insurance-offers)
- No Hit The applicant could not be found.

# Prescreen Response: Pass

A new window will appear that displays the customer's credit score, credit tier, and any payoff information that is available on their credit history.

You will be able to print a Pre-Selected Certificate by clicking on the "Print Now" button that is circled at the bottom of the prescreen results image to the right.

The dealer/user must then click on "Yes" or "No" if the Pre-Approval Certificate has been delivered to the customer.







If for any reason, the dealer/user clicks "No", then 700Credit will automatically send this certificate to our Mail House and the certificate will be mailed to the applicant.

The dealer will be charged for this mailing.

**Please Note:** Any certificates printed within 700Dealer.com to the dealership's local printer will not be charged. The dealer can print to their local printer for free.





# Prescreen Response: Fail

If the Prescreen inquiry returns as a "Fail", the message will appear as:

In this case, no notice is required to be given to the consumer. In fact, the consumer doesn't have to know the process has taken place.

Select "Continue" and the Applicant List is returned.

The Applicant List will show all "Fail" returns as QS in RED, and the score/Tier will appear in parenthesis.



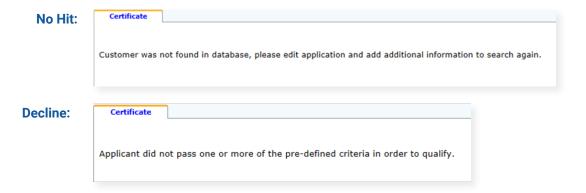




## Prescreen Response: Decline or No Hit

The other two possible return messages are "Decline" and "No Hit". A "No Hit" signifies that no data was found on that particular consumer and a "Decline" means that data was found, however, the consumer did not meet the minimum criteria set up in the Configuration Guide.

In either case, no score will be shown in parenthesis in the Application List.



Select "Continue" and the Applicant List is returned. The Applicant List will show all "No Hit" and "Decline" returns as QS in GRAY and a "D" will appear for a "Decline" and an "NH" will appear for "No Hit". The screenshot below is from our 700Dealer.com platform, which every dealer has access to.

If you do not have your credentials to log in to this platform, please call our support desk immediately: (866) 273-3848.







# **Firm Offer of Credit - Compliance Requirement**

Because a prescreen (QuickScreen) is performed without consumer consent, dealers are required by law to send a "Pre-Selected Certificate" and must be delivered to all consumers who "Pass" the prescreen inquiry AND the dealer must be able to prove the offer was delivered. The dealer has three options for certificate delivery. They can:

- Print the certificate at their local printer in the dealership and drop in the mail to the consumer
- Email the certificate to the consumer
- 700Credit can print and mail the Certificate on your behalf for \$1.05/letter.

Because we are the compliance experts in this industry, our system automatically monitors all prescreens that are run, and if the dealership does NOT print or email the certificate within 15 days of running, our system will automatically generate and mail the certificate to your customer. Dealers will be charged \$1.05/letter if this event occurs.

To the right is an example of our certificate template which will be customized to your store - and your clients.



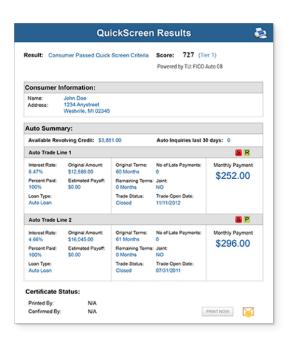
# **OpportunityAlerts!**

OpportunityAlerts! are graphic icons that alert the dealer to potential opportunities in the soft pull results based on the color of the alert:

Green/Yellow/Red.

A proprietary algorithm reads data from the QuickScreen results and presents the appropriate alerts accordingly. Alerts are available for the following data points:

- Credit Score (S)
- Interest Rate (R)
- Inquiries (I)
- Loan Term (L)
- Monthly Payment (M)
- Paid Percentage (P)







The **BENEFITS** of OpportunityAlerts! include:

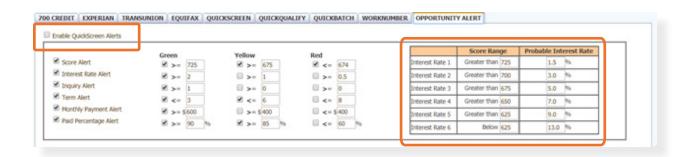
- Quickly identifies opportunities that exist in the QuickScreen results
- Makes the QuickScreen product easier to read and easier to use
- Helps the dealer to focus on the data that will help them work and close the best deal
- Adds value and complexity to our product that make it more difficult to compete against

## **Set-Up Process**

To enable **OpportunityAlerts!**, navigate to the proper tab, as shown below, and check the "**Enable QuickScreen Alerts**" box (circled).

OpportunityAlerts! are triggered when the values returned from the QuickScreen hit the ranges that are defined in the "OpportunityAlerts!" tab in the Data Access menu in 700Dealer, as shown below. The values will be set at default ranges, however, once the dealer gets comfortable with alerts, they may want to customize the ranges to fit their specific store needs.

Below you will see the default values for Green, Yellow, and Red alerts. Dealers will need to fill out the box below, paying close attention to their score ranges and interests.







# **Access and Use the QuickScreen Solution within Your Elead CRM**

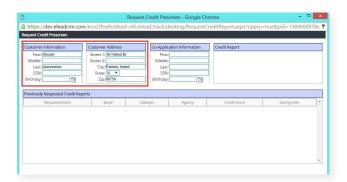
Dealership employees with permission to run credit prescreens may launch the Opportunity Details screen within any module in the platform and click the "Prescreen" icon.

If your employee has the position permission, they can pull a prescreen – the icon will appear as shown below.

**Note:** If your permission isn't turned on, the "**Prescreen**" icon will not show in the menu.



Existing customer information is imported into the dialog box but can be edited prior to transmission.



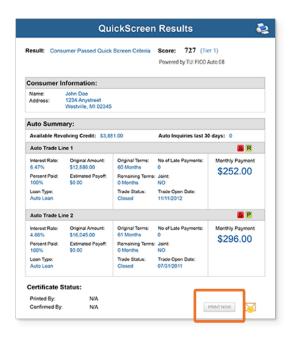




After a user clicks on "Request Credit Prescreen," the 700Credit QuickScreen results page is displayed. This screen provides the consumer's FICO score and auto credit summary.

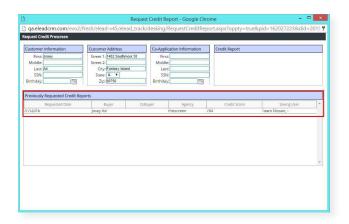
Because QuickScreen is a soft-pull solution that does NOT require a consumer's consent, we are required by law to provide to the consumer a pre-approval certificate in one of three ways:

- 1. Click on the "Print Now" button at the bottom of the screen and hand to the consumer while they are in the store.
- 2. Click on the "Email" icon and have the certificate emailed to the consumer
- If you do not choose either of these methods, a letter will be automatically mailed to the consumer's home address.



Following any prescreen request, Elead displays the request history under "Previously Requested Credit Reports".

You may click on a previous request to display the 700Credit QuickScreen corresponding to the request.







## Introduction to 700Dealer.com

As a customer of 700Credit, you have access to your own personal credit portal at <a href="www.700Dealer">www.700Dealer</a>.com. You should have received your username and password in a welcome email from 700Credit.

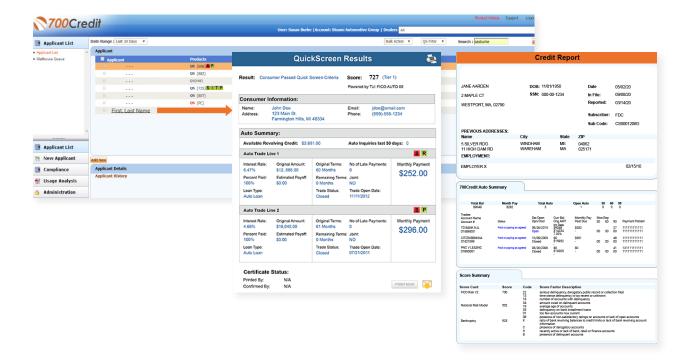
If you did not receive this email, or have misplaced it, please send an email to: support@700credit.com or call: (886) 273-3848.



## **Viewing Your Leads**

When you log in to 700Dealer.com, simply click on the **Applicant List** menu item in the left-hand column and you will see a list of all. You can select **Date Range** to view different timeframes.

By clicking on any name in the list, you can view their full credit report, red flag, and a link to their compliance dashboard. If a QuickScreen was run, you will see the QuickScreen results.







# **Compliance Dashboard**

Our Compliance Dashboard closely monitors your efforts to ensure compliance processes are being followed. Issues of concern are highlighted in red for quick identification. We support both single and multi-roof views, ensuring you have your finger on the pulse of every compliance aspect in your business.

Items supported on the dashboard include:

- Adverse Action Notices
- Risk-based Pricing Notices
- OFAC Search, Red Flag ID & Privacy Notices
- Out of Wallet Questions
- Our Compliance Dashboard also collects lead forms from our Credit Reporting and Soft-Pull products

#### **Lead Summaries for:**

- QuickQualify
- QuickApplication
- OuickScreen
- QuickScore
- QuickQualify Xpress

## **How You Benefit**

- Ensure compliance processes are being followed
- Identify immediately when/where you are out of compliance
- Easily print audit reports
- Single and multi-point rooftop views







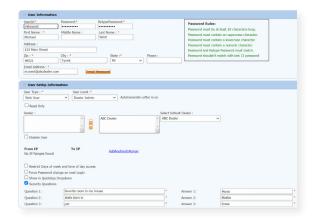
# **Managing Users**

You can add, edit or delete users who have access to your customer, credit and lead information through the following process:

- 1. Log in to 700Dealer.com
- 2. Click on the "Users" link in the left-hand navigation bar
- 3. To edit a user's credentials, click the "Edit" link on the right
- 4. To delete a user, click the "Delete" link on the right
- 5. To create a new user, click on the "Copy" link on the right.



When you click on "Edit", you will be brought to a screen where you can make changes to the information.



# **Creating a New User**

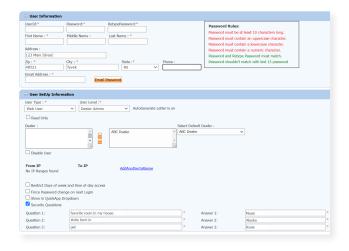






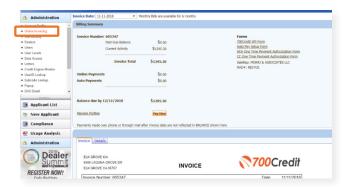
To create a new user, it is easiest to find a similar user id, and select the "Copy" action, as highlighted in the previous step.

You can then fill in the new user information and make any changes in the setup necessary.



# **Viewing Invoices**

Dealers can also view their monthly invoices online by selecting the "Online Invoicing" tab in the left-hand menu.



You should have been sent your <u>700Dealer.com</u> login credentials in one of our welcome emails to you. If you cannot locate your credentials or have any questions, you may send us an email or give us a call at the following: Support: (866) 273-3848 (Option 4) or <u>support@700Credit.com</u>.

