

Soft Pulls

BENEFITS OF PREQUALIFYING CUSTOMERS IN YOUR PRE-PAIR 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.

Pre-**Pair**

Pre-**Pair** dealers receive immediate benefits by adding soft pulls into their process:

- **Dealers receive a full credit file and FICO® Score** without placing a hard inquiry on the consumer's credit file.
- **Accuracy in the monthly payment quotes** provided to the consumer sets the proper expectations which is critical to completing the sale and removing friction in the finance office.
- **700Credit will align your bureau and score card preferences** with your finance office to provide an accurate picture of where the consumer's stands.
- **Consumers that are prequalified early in the sales process are PROVEN to generate higher lead conversion rate than those that were not.**

Start benefiting from running soft pulls in Pre-**Pair**, contact us today!



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