

Soft Pulls

BENEFITS OF PRESCREENING CUSTOMERS IN YOUR ACTIVENGAGE PLATFORM

Soft pulls provide a quick and inexpensive way to prescreen 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 auto tradeline information so accurate quotes can be made earlier in the sales cycle.



Key benefits of 700Credit soft pull prescreen integration in the ActivEngage Messaging platform:

- Consumers that are prescreened early in the sales process are proven to generate a higher lead conversion rate than those that were not.
- Accuracy in the monthly payment quotes provided to the consumer through the ActivEngage platform sets the proper expectations which is critical to completing the sale and removing friction
- Saves time and shorten the sales cycle by enabling you to prioritize leads from all inbound sources by identifying your best opportunities based on credit profile
- The FICO score you receive from the prescreen process is aligned exactly with your Finance Office's preferred Bureau and ScoreCard.

To find how your dealership can starting benefiting from soft pulls, contact us today!



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