

# Soft Pulls

BENEFITS OF PREQUALIFYING CUSTOMERS IN YOUR AUTOAPR 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 live FICO® Score and full credit file so accurate quotes can be made earlier in the sales cycle.

AutoAPR 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

Bundle Package	Bundle Cost	Experian / TransUnion / Equifax	
		Transactions in Bundle	Cost/Transaction Over
Package 1	<b>\$49.00</b>	20	\$2.55
Package 2	<b>\$99.00</b>	42	\$2.46



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



**866.273.3848 | sales@700credit.com**

700Credit is the largest provider of credit, compliance, soft pull and driver's license authentication solutions for automotive retailers.

[www.700credit.com](http://www.700credit.com)

