

Soft Pulls

BENEFITS OF PREQUALIFYING CUSTOMERS IN YOUR CARNOW 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 an 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.

CarNow 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.
- **The FICO® score and FULL CREDIT FILE** you receive from your CarNow Digital Retailing platform is aligned exactly with your Finance Office's preferred Bureau and ScoreCard.
- **There is no impact on a consumer's credit score** when utilizing a soft pull, as no hard inquiry is placed on the file.
- Consumers that are prequalified early in the sales process are **proven to generate a higher lead conversion rate** than those that were not.

QuickQualify Bundled Pricing

Bundle Package	Bundle Cost	Experian / TransUnion / Equifax	
		Transactions in Bundle	Cost/Transaction Over
Package 1	\$25.00	10	\$2.64
Package 2	\$49.00	20	\$2.55
Package 3	\$99.00	42	\$2.46



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



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