

Soft Pulls

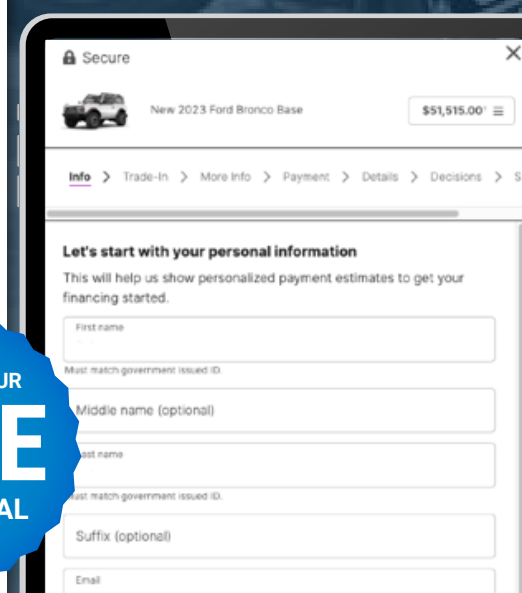
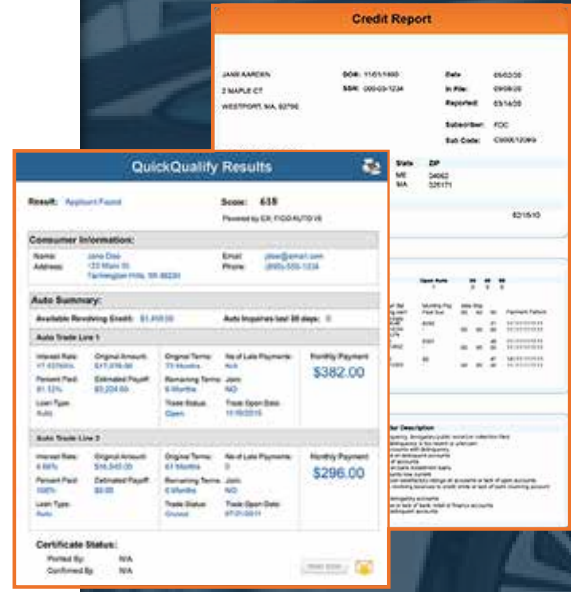
BENEFITS OF PREQUALIFYING CUSTOMERS IN YOUR CARS.COM PLATFORM

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.



By using soft pulls, dealers who use Cars.com Instant Financing receive these immediate benefits:

- **Accuracy in the monthly payment quotes** provided to the consumer through your Cars.com Instant Financing 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 the 700Credit soft pull 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 higher lead conversion rate than those that were not.



ASK ABOUT OUR
FREE
30-DAY TRIAL

Start benefiting from running soft pulls in Cars.com Instant Financing today!

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