

# Soft Pulls

BENEFITS OF PREQUALIFYING CUSTOMERS IN YOUR TRADEVUE 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.

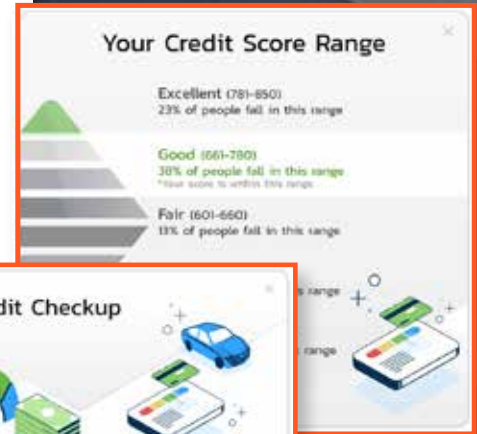
## TradeVue™ by e·drive auto

TradeVue by E-Drive Auto 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.**

ASK ABOUT OUR  
**FREE**  
30-DAY TRIAL

Start benefiting from running soft pulls in TradeVue by E-Drive Auto, contact us today!



Free Credit Checkup

- ✓ No harm to your credit score
- ✓ See what you can finance
- ✓ No social security number needed

Your Address (eg. 1234 5th St) ZIP

Submit

Trade Overview	
(Subject to physical inspection)	
2021 BMW 7-Series 750xi	
Body Style	4D Sedan
Mileage	8010
Condition	Average
Estimated Trade Range	\$62,581 - \$69,425
Your Credit Score Range	<a href="#">Get My Score</a>



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