



**ID VERIFICATION &  
FRAUD DETECTION SOLUTIONS**  
**PROTECT YOUR DEALERSHIP FROM LOSS**

Driver's License Authentication · Identity Verification ·  
Income & Employment Verification · Synthetic ID

866.273.3848

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

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## WHAT OUR CUSTOMERS THINK

We would like to express our gratitude for becoming your business partners and it is with great pleasure that we get to work with you and the rest of the 700Credit team. It is very gratifying for Rydell to be supported in business by a reliable system and trustworthy ally when it comes to ID Verifications, Synthetic Identity, Red Flag and Consumer Alerts in preventing Fraud and Identity theft. This program helps companies like us minimize risk, eliminate losses, upsurge credibility and at all times ready for Credit Reporting Audit and most important of all always in compliance with the Law. We always appreciate all your efforts, support and always being there for us. We are looking forward for more years – or decades working with of the 700Credit Team.



Rydell Group

## An Introduction to



700Credit is the largest provider of credit, compliance, driver's license authentication, identity verification, fraud detection and soft pull solutions to automotive, RV, marine and powersports dealers.

Our product and service offerings include credit reports, prescreen and prequalification platforms, Adverse Action and Risk-Based Pricing Notices, Red Flag, OFAC search, MLA, synthetic fraud detection, identity verification, driver's license authentication, a learning management platform for compliance, and more.

700Credit began in 2000 providing credit reports to a small group of automotive dealerships in California and Florida. Today, our organization has grown to one of the largest credit report and compliance vendors in the automotive industry. We maintain close working relationships with all three bureaus (Equifax, Experian and TransUnion) - when compliance and/or regulations change, we know about it immediately and make the required changes and updates to our solutions.

As we have grown, we have carefully selected specific products and services that both support and enhance our core, credit report business. Consistently, we strive to meet our goal to create additional value for our clients by streamlining their workflow to help maximize their opportunity for growth. Our client onboarding process is "best in class" in the industry. In as little as 48 hours, dealers will be up and running with any of our solutions.

**With 21,000+ direct dealer clients and 200+ software partners, we look forward to becoming your trusted identity verification vendor.**

## A Word from Our Managing Director, Ken Hill

Dealership identity fraud has become over a **\$8B problem** in recent years and the numbers are expected to grow exponentially. Fraudsters are becoming more creative in their approach, and 700Credit has many solutions to protect dealerships before they become victims.

This 700Credit product guide breaks down in detail our identity verification and fraud detection solutions that assist in protecting dealerships from being exposed through their sales process, including:

- In-store walk-ins and test drives
- Website leads or inbound phone calls where customers push to work the deal remotely
- F&I Office
- Digital retail process

This guide provides a brief overview of our platform, including:

1. **Identity Verification** – Our core product that focuses on preventing identity theft, by providing a summary table of results/alerts appended to each credit report. It will identify suspicious information, including; red flags, OFAC checks, address/ID verification, and provides out-of-wallet questions for dealers to assist in validating identities.
2. **Synthetic ID Fraud** – Provides a high-risk fraud score which evaluates a consumer's credit behavior and credit relationships over time to uncover synthetic ids created by fraudsters.
3. **Driver's License Authentication** – Validating a consumer's driver's license is a key line of defense in helping fight fraud in dealerships as early on in the sales process as possible. While dealers were once able to simply scan a license for an image and then OCR the data on the license - that no longer protects you from fraud. 700Credit has two platforms for dealers to authenticate customers - both remotely and in-store.
4. **Income & Employment Verification** – Provides dealers a more accurate understanding of a customer's financial standing by providing information such as employer name, employment status, job title, tenure and an annualized income calculation. This platform gives you instant access to employer-provided data, as recently as the consumer's last paycheck.

We hope you find this information helpful as you work to put in place solutions at your dealership to run your business efficiently and prevent fraud while remaining in compliance with the law.



*Ken Hill*

**Ken Hill**  
Managing Director, 700Credit



# Identity Verification

700Credit's Identity Verification platform is an automated solution that provides a summary table of results appended to each credit report. Identity Verification provides a vital service by flagging information that on the surface may seem true, but in reality, is questionable. These warning messages focus on high-risk applicants, social security numbers, driver's licenses and addresses.

The following information is provided on a consumer when running 700Credit's Identity Verification solution:

## OFAC Database Search

700Credit's OFAC solution screens all of your customers against the OFAC list for every transaction. If a match occurs, 700Credit will assist your dealership employees with the steps to remain compliant with the federal government's regulations.

## ID Match

This section fulfills a dealership's requirement to verify the applicant's name and address against a 3rd party, public record database. If an alert is triggered, a link to out of wallet (OOW) questions appears in the Next Steps column.

## Red Flag Alerts

Red Flag Alerts detect if suspicious or negative activity occurred on an individual's credit report which could be a sign of fraud. Credit Bureau's must follow the FTC's Red Flags Rule to identify, manage and avoid these suspicions.

## Synthetic ID Fraud

Our Synthetic ID Solution is built to detect synthetic fraud using a breadth of data and a suite of analytical fraud solutions. The model complies with the Fair Credit Reporting Act (FCRA) and returns a risk score with score factors to help determine if a new customer application is associated with a synthetic identity.

## Military Lending Act (MLA)

We run MLA checks on all buyers and display the results in the table.

## ID Verification

This step reminds the dealer to ask for and validate the form of identification the consumer presents at the point of sale.

## Out of Wallet Questions

Out of Wallet questions designed to speed the verification process and keep your customers in your store. When a Red Flag alert occurs, your dealership must validate the person's identity. If the customer answers the majority of the questions correctly, their identity is verified and the alert is automatically resolved, allowing you to proceed with the transaction.

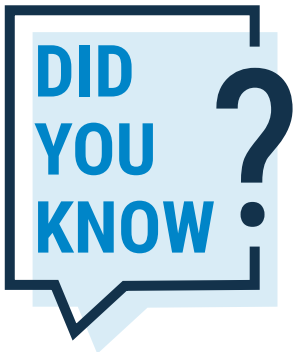
Section	Result	Alert	Next Steps
> OFAC	✓ Clear		
> ID Match	✓ Clear		
> Red Flag Alerts	⚠ Caution	Inquiry current address not on file	<a href="#">IDV Quiz</a>
> Synthetic ID	—	<b>Synthetic Fraud Detection now available</b> <a href="#">CLICK TO ENROLL</a>	
> MLA Search	—		
> ID Verification	✗ Incomplete	Verification of ID Required	<a href="#">Verify ID</a>

# Synthetic ID Fraud

Advancements in identity authentication practices compel criminals and their networks to constantly adjust their tactics to exploit opportunities for which there are limited solutions. Synthetic identity fraud is a recent example of this type of criminal creativity.

## What is synthetic ID fraud?

**Synthetic ID** is a type of identity theft where a fraudster utilizes a combination of both accurate and false personal data to create a synthetic identity, such as: a name, address and stolen social security number. This combined information is used to build an identity and send an inquiry to a credit bureau, causing the bureau to create a new profile for this seemingly new 'synthetic' individual. Fraudsters then use this new identity to make purchases – including vehicles.



## Synthetic ID Fraud Costs Dealers \$1B/year – *Is Your Dealership Protected?*

Our Synthetic ID Solution is built to combat synthetic fraud using a breadth of data and a suite of analytical fraud solutions to prevent criminals from continuing to hide behind their false identities.

We use a high-risk fraud score that looks at a consumer's credit behavior and credit relationships over time to uncover previously undetectable risk.

Our model complies with the Fair Credit Reporting Act (FCRA) and returns a risk score with score factors to help determine if a new customer application is likely associated with a synthetic identity. The high-risk fraud score has been very effective in finding those synthetic identities that are established and approaching the maturity level necessary to perpetrate fraud.

## Unlock the Power of Our Solution to Safeguard Your Dealership



**Expose and Resolve Risks  
Previously Undetectable**



**Evaluate Behavior  
Consistent with Synthetic  
Fraud ID**



**Uncover Connections to  
Authentic Identities**

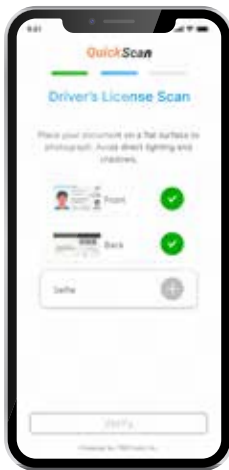
# Driver's License Authentication

Protect your store with the industry's most advanced data capture and driver's license authentication solutions for automotive retailers today. We have two platforms for dealer's to authenticate customers – both remotely and in-store. Our solutions empower dealers to identify – and stop – fraud at the TOP of the sales funnel.

## Mobile Scanner

### QuickScan

**QuickScan** from 700Credit is a powerful mobile document authentication platform that provides dealerships real-time confirmation of the legitimacy of a customer's driver's license and identity. This solution can be used for both in-store and remote shoppers, providing you immediate results in your CRM, deal jacket or 700Dealer platforms.



## Physical Scanner

### IDDRIVE

**ID Drive** from 700Credit provides dealers with the most comprehensive physical driver's license scanning solution for automotive dealers today. This platform combines our prescreen & prequalification platforms, and our suite of Identity Verification tools including Red Flag & Synthetic Fraud detection to deliver fast, accurate results.



## HOW IT WORKS

The QuickScan process begins with the dealer sending their customer an SMS link to their mobile device.

The customer takes images of the front and back of their document, along with a selfie and submits those for processing.

The images and selfie are run through the DMV validation process, document authentication, identity verification, and synthetic fraud detection – giving you a result you can trust every time.

1

With ID Drive, the customer's driver's license is scanned at the dealership.

2

The customer provides consent to have their ID validated.

3

Once verified (with the same technology used by the Department of Homeland Security) the customer's information is run through 700Credit's Identity Verification & Synthetic ID Fraud tools.

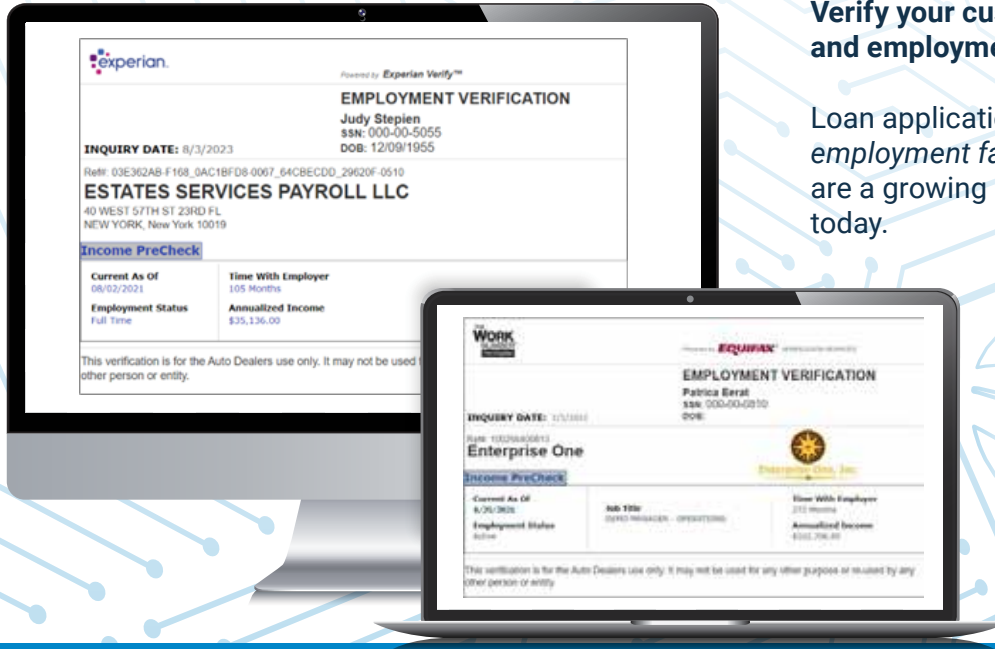
# Income & Employment Verification

700Credit's Income & Employment Verification platform, Income Precheck, combines the power of Experian's Verify™ product with The Work Number® from Equifax to deliver more insight into your customer's income and employment position with data that is as recent as the customer's latest paystub.

With this platform you will receive a more accurate understanding of your customer's financial standing with information such as employer name, employment status, job title, tenure and an annualized income calculation.

**Verify your customer's income and employment in real time.**

Loan application misrepresentations —such as *employment fabrication or income manipulation* — are a growing source of concern for dealerships today.



In a recent survey of over 700 dealerships, 89% saw an increase in loan application fraud in the past 12 months with over 33% reporting that one in every 100 applications at their dealership was fraudulent. And 53% of those surveyed stated that income and employment manipulation was their #1 concern today.

## Benefits of Income Precheck from 700Credit:

- We bring 2 great data sources – Equifax's The Work Number® and Experian Verify™ together in one solution. Hit rates with the combined solutions are at and above 60% and dealers only pay when there is a hit.
- Reduce risk and enhance your lending decisions to confidently say yes to customers.
- Accelerate conversion and streamline your decision process to approve customers faster and more conveniently.
- Eliminate friction in the F&I Office, creating a better customer experience.

# TRUSTED BY 21,000+ DEALERSHIPS

Stand-Alone and Integrated Software Solutions for Your Dealership's Sales, Finance, and Compliance Teams

Since our inception in 2000, we have partnered with over 200+ of the leading DMS, CRM, Service Lane, Desking, Website and Digital Retailing platforms each experiencing the synergy of working with an industry leader on a daily basis. We've learned over the years that these relationships are an important key to our success – and our dealership clients.

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

## BEYOND IDENTITY VERIFICATION & FRAUD DETECTION

700Credit is more than just identity verification & fraud detection – we also provide credit, compliance and soft pull solutions to over 21,000 dealerships. We are partnered with 200+ of the industry's top CRM, DMS, website and DR platforms to provide you with the smoothest workflow possible.

### CREDIT

RouteOne · Dealertrack · CUDL · AppOne · CRM · DMS

### COMPLIANCE

Red Flag · Adverse Action · Synthetic Fraud · RBPN · MLA

### SOFT PULLS

Prequalification · Prescreen · CRM · Service Lane · Digital Retailing

### IDENTITY VERIFICATION

Identity Verification · Synthetic ID Fraud · Driver's License Authentication · Income & Employment Verification

For more information, visit [www.700credit.com](http://www.700credit.com).