Soft Pulls

BENEFITS OF PREQUALIFYING CUSTOMERS IN YOUR ROUTEONE PLATFORM

RouteOne has partnered with 700Credit to provide a web-based prequalification solution to drive qualified sales leads from your website to your showroom.

ROUTEONE

RouteOne Prequalification enables dealers to access website-generated leads with enhanced credit information without needing the consumer to provide SSN or DOB, and does NOT impact consumer credit.

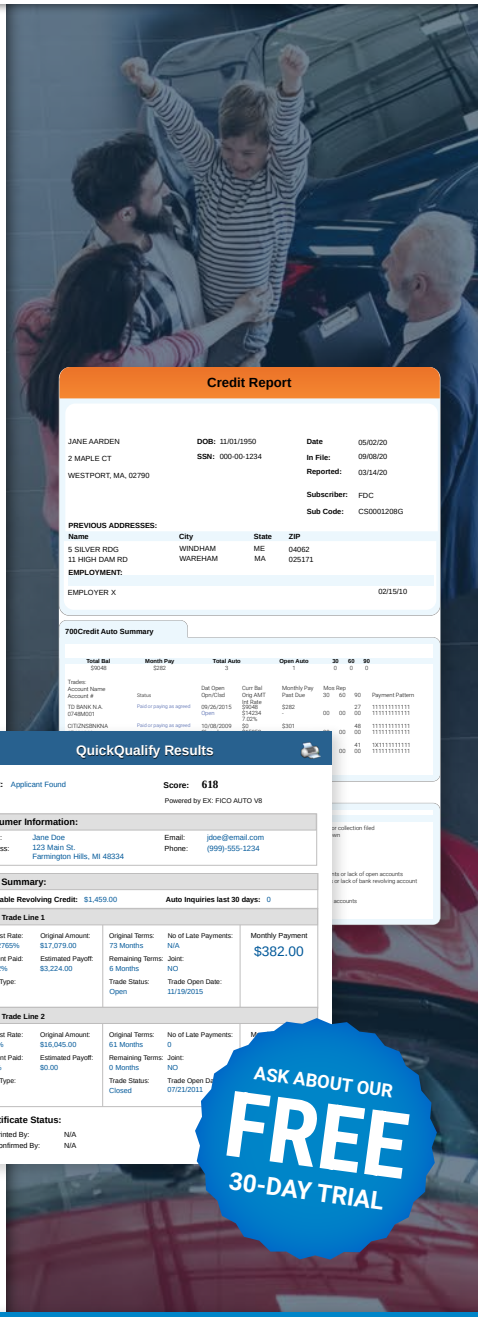
Prequalification captures consumers when they are browsing inventory on your website. The simple lead form (no SSN or DOB required) drives higher engagement and empowers the dealership to quickly determine their eligibility for financing.

Once consumers complete the QuickQualify lead from their laptop or mobile device, dealers receive the lead immediately through:

- Text & Email notifications
- Notification through the RouteOne portal

Benefits include:

- Applicant's full credit file & FICO score to pull together quick offers
- Shorten sales cycle and improve closing ratios by putting your customer in the right car and finance product right from the start.



Start benefiting from running soft pulls in RouteOne today!

Learn More

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

700Credit
CREDIT | COMPLIANCE | SOFT PULLS