



Soft Credit Pulls

Turn your service drives' tune-ups into trade-ins with Soft Credit Pulls. Now available in DealActivator.

Equity Mining is no longer limited to your current and past vehicle purchases. Pre-screen Service Drive customers instantly with Soft Credit Pulls so you can turn their tune-ups into a trade-in. Soft Credit Pulls enables you to:



Collect the Data

Preview pre-screened credit info on customers



Conquer the Service Drive

Double your potential equity business right from your service drive, in real-time



Cultivate the Relationship

Convert service-only business into deeper, more profitable customer relationships

Benefits

- Prescreen customers
- Automatic conquest conversion gives you information regarding an equity opportunity without approaching the customer
- ROI opportunity expands as additional customer opportunities are added
- Doesn't affect the customer's credit score

Features

- Dealers dictate credit buckets
- Batch processing can be Enabled/ Disabled at any time
- Allows you to choose conquests by make/ year specifications
- Customer pool expands when the information is added to conquest opportunities