



Informative Research

SoftQual

Increase Loan Conversion by Avoiding Credit Inquiry Triggers

Increase earnings by prequalifying a consumer's credit with SoftQual! Before a consumer applies for a loan, pull a soft credit report to match the borrower to the right loan program, while avoiding the competitor's credit inquiry trigger program



Increase Approvals

Get better approval rates by prequalifying your leads before they apply for a loan



Cut Costs

Significantly lowers the up-front cost of qualifying borrowers



Avoid Loss

Stop competitors from monitoring your prospects with a soft pull

INSTANT OPTIONS

Within seconds, match potential customers to loan opportunities on the spot

CONVERT PROSPECT

Turn prospects into loyal customers by presenting and explaining their loan options up front without impacting their FICO score

UNLIMITED CONTACT

Whether via web, phone, or in person, respond to a consumer's interest in real-time to close the deal faster

COMPLETE REPORT

Get a complete FICO® score and report that includes high credit limits, current account status, payment amounts, and more



800-473-4633

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