

# Getting Started with Soft Credit Pulls

Pre-qualify your customer for a loan with our free, soft pull feature.



**Completely Free**  
It's free for you  
and your customers!



**Complete Control**  
You're in control of the  
credit pull and offer.



**Completely Instant**  
It's the same instant  
process you're used to.

## How does your soft pull feature work?

Our new [soft credit pull](#) feature allows you to give your customer an instant loan decision without impacting their credit score. Plus, it's absolutely free for you and your customer.

If your customer is pre-qualify for the loan, you'll be provided with a pre-qualification offer. With the offer, your customer can know exactly what their monthly payments would be without the typical hard credit pulls.

The customer will only receive a hard credit pull once contracts are generated.



*A soft credit pull means a person or company will check someone's credit in order to evaluate them for pre-qualified offers. Unlike hard inquiries, soft inquiries will have no impact on credit scores.*

## THE PERKS OF SOFT PULLS

### Shop Around

Customers can shop around for different vehicles without any impact on credit.

### Pre-Qualification Offer

The customer will only receive a hard credit pull once contracts are generated.

### On the Fence

Soft pulls are a great tool for you to use with customers who are on the fence.

## What steps do I take to get started with soft pulls?

*Limited Spots  
Available!*

- 1 Sign. You'll need to complete and sign our Soft Credit Pull Agreement. For a link to the agreement, please contact your regional sales manager directly or call us at [\(646\) 370-5471](tel:6463705471).
- 2 Submit. Alongside your signed agreement, you will need to submit your state Franchise License. If this license is unavailable in your state, you can submit your state Business License instead.
- 3 Multiple Dealerships. A separate signed agreement will be required if you own multiple dealerships or multiple dealerships within a chain.

Questions for the Team? Email us at [applications@roadrunnerfinancial.com](mailto:applications@roadrunnerfinancial.com) or give us a ring at (646) 370-5471

RF

Disclosures: Prior to utilizing Roadrunner Financial, Inc. (RF) as a lender, all dealerships are subject to underwriting approval by RF, in its sole discretion. No loans will be funded without a signed Dealer Agreement between the dealership and RF. All applicants for credit through RF are subject to credit approval and to a hard credit inquiry at the time of contracting. Other qualifications and restrictions may apply.