

eQualify Online



TURN ONLINE LEADS INTO PREQUALIFIED SALES

CBC's Prequalification is a better online lead solution and here's why:

5 Easy Steps to a Higher Closing Ratio

Capture Applicant Consent Capture Applicant Consent Send Prequalification Request Receive Complete Credit Profile Provide Prequalified Offers Work Deals Fast and Worry Free

Prequalify every customer in seconds with zero effect on their credit score.

- consumers initiate and submit the online prequalification application from your website
- electronically signed prequalification applications are stored in CBC's proprietary eVault
- credit screening is done with real-time credit data and credit scores
- can be prequalified with or without SSN
- prequalification is a soft inquiry so there is no impact on consumer's credit score
- no firm offer of credit is required
- prequalification does not require all of the typical compliance actions
- consumers can receive instant loan options
- convert leads to sales at a much higher rate than those that are not prequalified



Experian

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FORWARD THINKING CREDIT AND COMPLIANCE SOLUTIONS

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