

# *iSoftpull*

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*accelerate your business with real-time credit data*

***iSoftpull** increases efficiency in  
every aspect of your business*

- ➡ **300%** increase in website conversions
- ➡ **10X** labor performance
- ➡ **5X** deals closed
- ➡ **50%** reduction in tri-merge bill

# iSoftpull

*soft pulls provide value to businesses of all industries*

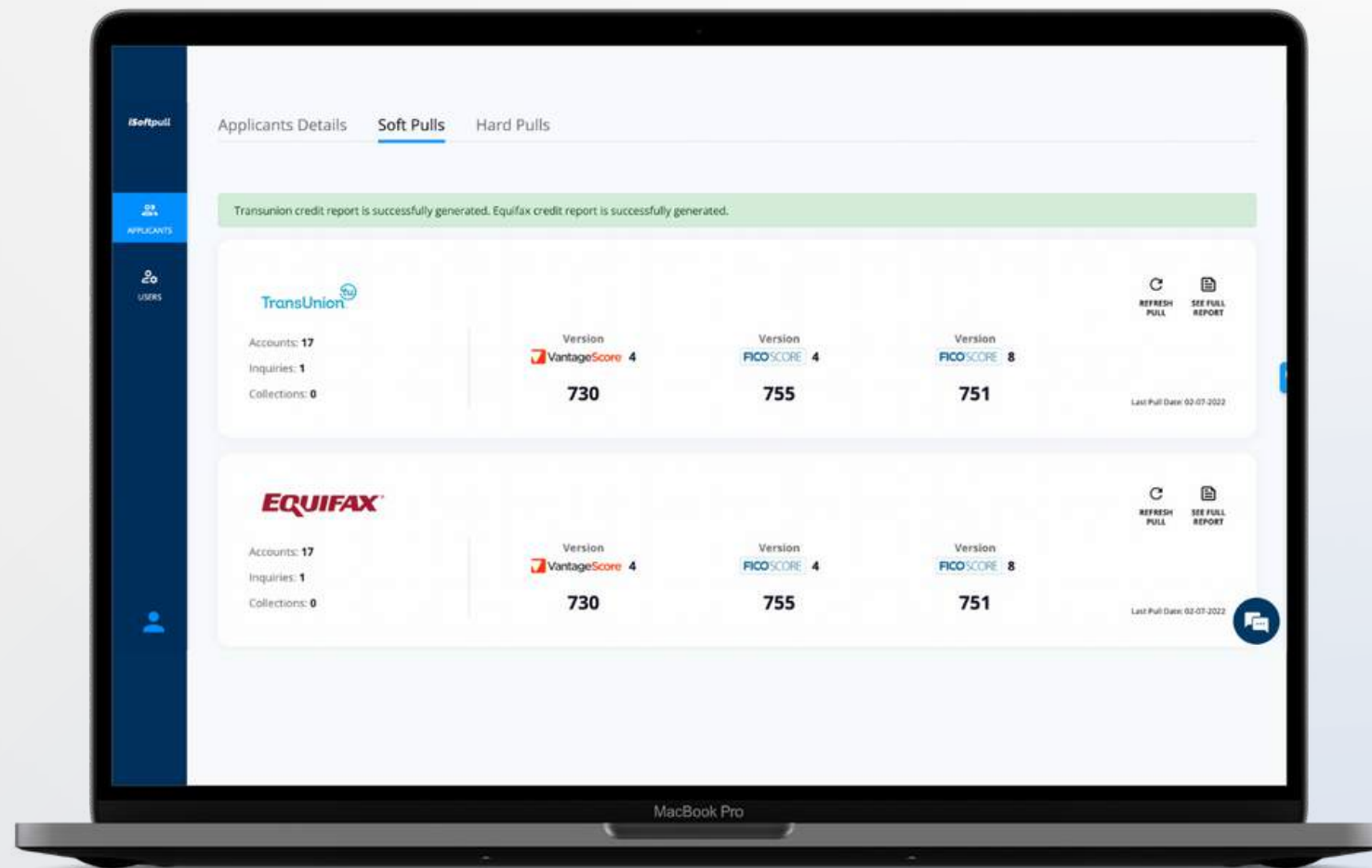






# iSoftpull

## SOFT PULL FEATURES



### FICO<sup>®</sup> SCORE

## ACCURATE CREDIT DATA

iSoftpull is an authorized reseller of the credit bureaus. The data provided on iSoftpull reports are directly from the credit bureaus.

## FULL CREDIT REPORT

Reports include: tradelines, inquiries, collections, public records, and employment information. (pills)

## CREDIT SCORES

All credit reports include credit scores provided by FICO<sup>®</sup> or Vantage Score<sup>®</sup>. All industry models and versions are available, including mortgage, auto, and bank card.

# Soft Pulls vs. Hard Pulls

## COMPARISON CHART

### REPORT DATA

### FEATURES

Data on Report	Soft Pull	Hard Pull	Feature	Soft Pull	Hard Pull
FICO® Scores	yes	yes	Potentially Lowers Score	no	yes
Tradelines	yes	yes	Places Hard Inquiry on Report	no	yes
Inquiries	yes	yes	Requires SSN	no	yes
Collections	yes	yes	Requires DOB	no	yes
Public Records	yes	yes	Can Present Terms to Client	yes	yes
Employment History	yes	yes	Can Effectuate a Loan	no	yes
			Requires Borrower's Consent	yes	yes

# ***iSoftpull Takes the Guesswork Out of Business***

KNOW YOUR CLIENT'S CREDIT NOW

*soft pull sales process*



- + Enables you to know if your client is qualified at the beginning of the sales cycle**
- + Does not impact your client's credit and no hard inquiry**
- + Only requires name and address (no ssn or dob needed)**
- + Reduces unnecessary time spent on unqualified deals**
- + Increases revenue by focusing on credit qualified customers**



# *benefits of* **iSoftpull**



## ***save time***

*Know your client's credit condition from the start, enabling you to better allocate your time to qualified deals that will close.*



## ***save money***

*Reduce payroll, administrative, marketing, and other hard costs spent on unqualified leads.*



## ***generate more revenue***

*By allocating your time and money to qualified deals you will close more deals and close at a higher rate.*

# discover the **iSoftpull** difference

## **SUPERIOR** *software*

iSoftpull was developed with feedback and direction from our clients. Having spoken to thousands of business owners, we created our software to address the needs of your business.

## **CLIENT** *success*

At iSoftpull customer service is engrained in our DNA. We are invested in the success of our customers and provide custom-tailored support to help your business achieve its goals.

## **AUTHORIZED** *reseller*

iSoftpull is an authorized reseller of the credit bureaus. Take the guesswork out of lending and rely on accurate data directly from the source in one easy-to-use platform.





# iSoftpull

## REVIEWS



JASON EDWARDS  
CAPWELL FUNDING

If you're a company that relies on your customer's credit, I highly recommend iSoftpull.



LALEH V. HANKS  
AMERICA CHOICE MORTGAGE

"Because a soft pull only requires a name and address only, I am able to review my client's credit much faster... And it's the same exact score as a tri-merge"



JAY D. HUFFAKER  
AMUSA CAPITAL FUNDING  
"Excellent tool and resource to pre-qualify customers... consistent data matches with actual tri merges, dedicated support staff always available and quick to respond, highly recommend!"



# iSoftpull pricing

Setup fee: \$250

- ✓ User Setup
- ✓ Software Configuration
- ✓ Training
- ✓ Website Optimization
- ✓ Onsite inspection mandated by the bureaus

Click [here](#)  
or scan to  
get started



## Start-up

\$99/month  
billed monthly

+ \$4.49/Report

Basic features for solopreneurs.

1 users

1 forms

Pay Monthly

Pay Upfront  
SAVE 20%

Get Start-up

## Professional

\$149/month  
billed monthly

+ \$4.25/Report

Bring your team together & connect to both  
bureaus.

5 users

5 forms

Pay Monthly

Pay Upfront  
SAVE 20%

Get Professional

## Popular

## Small Business

\$249/month  
billed monthly

+ \$3.99/Report

Boost your customer acquisition with  
automation.

10 users

10 forms

Pay Monthly

Pay Upfront  
SAVE 20%

Get Small Business

## Enterprise

\$399/month  
billed monthly

+ \$3.49/Report

Advanced features for those who need full  
customization.

25 users

25 forms

Pay Monthly

Pay Upfront  
SAVE 20%

Get Enterprise



# iSoftpull



SERVING **700+** LENDERS



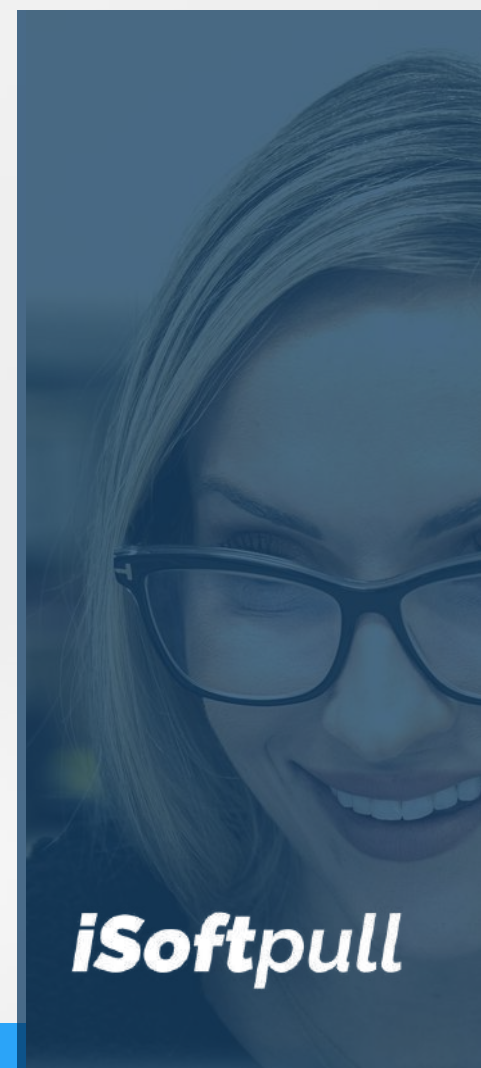
OVER **5mil** REPORTS RAN



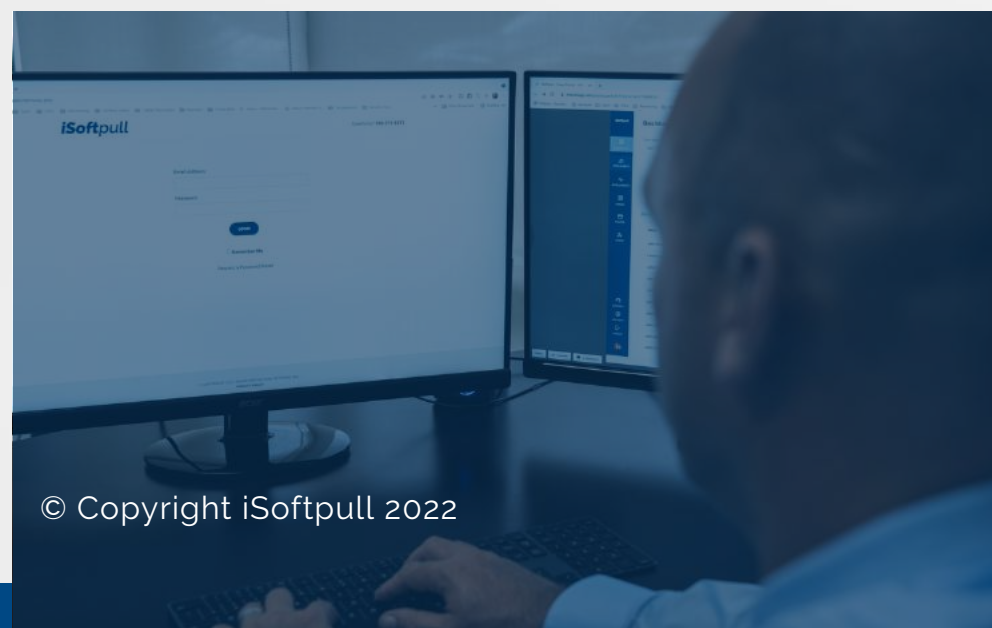
ACROSS **all** INDUSTRIES



SERVING BANKS &  
FINANCIAL INSTITUTIONS  
IN **all 50** STATES



**iSoftpull**



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*Start growing your revenue  
using iSoftpull today*

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*[get started now](#)*