

Introducing **Your** Unique Dealer **Prequalification** Web Link...with no impact to your customer's credit!

Convert Shoppers to Qualified Leads with Prequalification from Sheffield Financial

...on **your** dealership's website, texting, or email to **promote retail financing!**

...**specific** to **your** dealership and prequalification has no impact on your customer's credit!

...provides the ability to link **prequalification** directly to **your** dealer portal with no action required on your part!

Unique Dealer Application Link:

Step 1: In your dealer portal, visit the new Marketing Center screen and locate the Your Dealer Application Link section.

Step 2: Place the link on your website and use it in email or texting. When customers click the link they will arrive at a prequalification landing page specific for your dealership. For prequalification, there is no impact on the customer's credit.

Step 3: When customers are prequalified, they have the option to continue and complete a full credit application by entering a few more pieces of information. Full credit applications use a hard credit inquiry to determine loan approval.

Step 4: On the application if customers select the data share opt-in, their information will populate in your dealer portal. If the consent is given, both prequalification and pre-approvals will populate in your dealer portal when customers are prequalified or conditionally approved. If they opt-out, you will still be able to access approved online applications via the Sheffield Lead Locator Feature once the customer provides you their application number.

The screenshot shows the Sheffield Financial Marketing Center interface. The top navigation bar includes links for Status Of Applications, New Application, Promotions, Marketing Center, Calculator, Forms, and Account Maintenance. The main content area is divided into two columns. The left column contains the 'Your Dealer Application Link' section, which provides a URL for use on the dealership's website and a 'COPY LINK TO CLIPBOARD' button. Below this is the 'QR Codes and Hang Tags' section, which explains how to use QR codes and hang tags for applications and provides two ways to use them: one for dealership-specific applications and another for custom QR codes based on manufacturer, model, and year. The right column contains the 'QR Code & Hang Tags' section, which displays a QR code and a 'PRINT' button. Below the QR code is a 'Tags Per Page' selector (01 or 02) and a 'Layout' selector (Portrait or Landscape). At the bottom right, the 'Current Selections' section shows the dealer name 'Jesse Mowers'.

Your Dealer Application Link

Marketing Center

Customize Hang Tags to specific equipment in your store. The customer's application will prepopulate with the equipment selected and specific for your dealership.

Hang Tags and QR Codes for prequalification specific to your dealership.

No selections defaults the QR Code to your dealership.