

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!

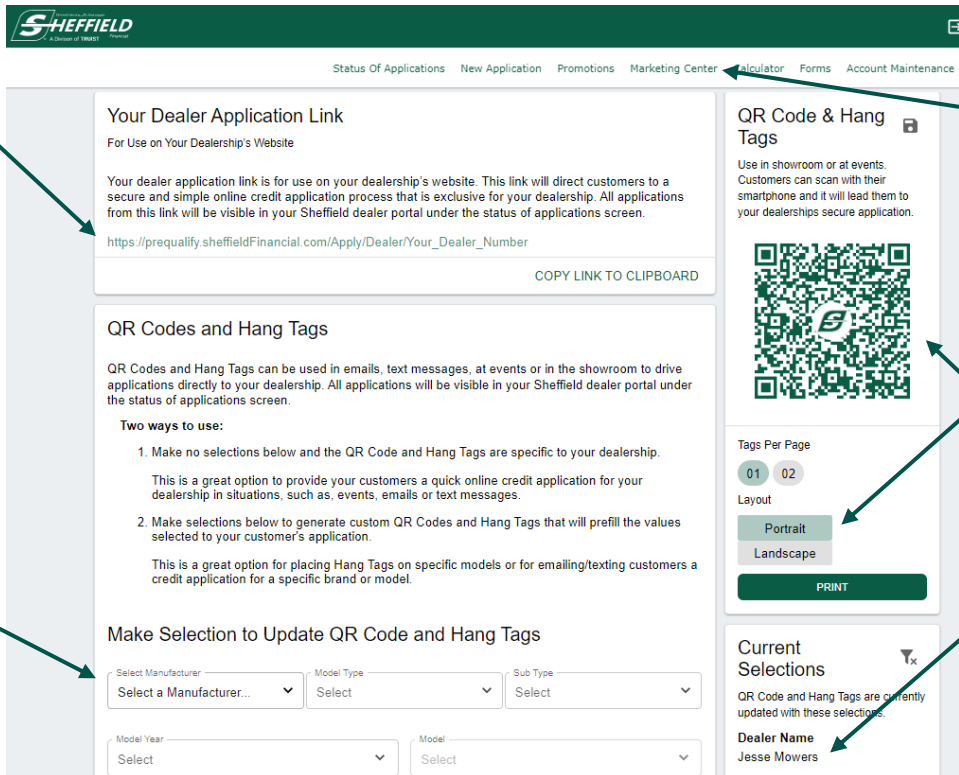
Unique Dealer Application Link:

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 'Marketing Center' section of the Sheffield Financial dealer portal. It includes a navigation bar with links like 'Status Of Applications', 'New Application', 'Promotions', 'Marketing Center', 'Calculator', 'Forms', and 'Account Maintenance'. The main content area is divided into several sections:

- Your Dealer Application Link:** A section for use on the dealership's website, providing a unique URL: https://prequalify.sheffieldfinancial.com/Apply/Dealer/Your_Dealer_Number. A 'COPY LINK TO CLIPBOARD' button is available.
- QR Codes and Hang Tags:** A section explaining that QR codes and hang tags can be used in emails, text messages, or at events. It lists two ways to use them:
 - Make no selections below and the QR Code and Hang Tags are specific to your dealership. This is a great option to provide your customers a quick online credit application for your dealership in situations, such as, events, emails or text messages.
 - Make selections below to generate custom QR Codes and Hang Tags that will prefill the values selected to your customer's application. This is a great option for placing Hang Tags on specific models or for emailing/texting customers a credit application for a specific brand or model.
- Make Selection to Update QR Code and Hang Tags:** A form with dropdown menus for 'Select Manufacturer...', 'Model Type', 'Sub Type', 'Model Year', and 'Model'.
- QR Code & Hang Tags:** A section containing a QR code and a 'PRINT' button. It also has 'Tags Per Page' (01, 02) and 'Layout' (Portrait, Landscape) options.
- Current Selections:** A section showing 'QR Code and Hang Tags are currently updated with these selections.' and 'Dealer Name: Jesse Mowers'.

Callout boxes provide additional context:

- Your Dealer Application Link:** Points to the URL in the 'Your Dealer Application Link' section.
- Marketing Center:** Points to the 'Marketing Center' link in the navigation bar.
- Hang Tags and QR Codes for prequalification specific to your dealership.** Points to the QR code and 'PRINT' button.
- No selections defaults the QR Code to your dealership.** Points to the 'Tags Per Page' and 'Layout' options.
- Customize Hang Tags to specific equipment in your store. The customer's application will prepopulate with the equipment selected and specific for your dealership.** Points to the 'Make Selection to Update QR Code and Hang Tags' form.