

BUSINESS IQ NEWS LETTER



Raise Your Business IQ with First Advantage CREDCO

BuyerID INDEX FREE TO DEALERS ALL SUMMER

Starting earlier this month, First Advantage CREDCO began offering its BuyerID Index product to dealers at NO COST. The free promotion, designed to raise awareness of the importance of protecting dealerships from identity theft and fraud-related losses, will continue through mid-September.

BuyerID Index

BuyerID Index, which is automatically delivered along with the buyer's credit report, provides a three-digit numeric score (ranging from 000 to 999) that indicates the level of risk associated with that buyer – **the higher the score, the greater the probability of identity risk.** It enables dealers to quickly confirm a customer's identity by verifying their Social Security

Number, address and telephone number, providing easy-to-read explanations for any inconsistencies.

“We believe in the importance of the ID verification issue so strongly that we’re making this investment in our dealer customers.”

*-- Kevin Clements,
Senior Vice President,
First Advantage CREDCO*

Red Flag Ruling Preparedness

The proposed Red Flag ruling by the federal banking agencies and the FTC, which – when it passes – will require dealers to establish an identity theft program, prompted the First Advantage CREDCO promotion.

“This is a great opportunity for dealers to adapt their operating procedures to include a consumer verification component,” said Kevin Clements,

senior vice president of corporate development for First Advantage CREDCO. “We want to help them prepare for the coming Red Flag Ruling, and help them do the right thing to protect their customers.”

Improved Reporting Features

BuyerID Index now includes new applicant and co-applicant naming conventions and prominent score indicators for joint applicants. The new report also features modified reason codes for easy and clear interpretation.

To qualify for the free promotion, dealers must be pulling credit reports with First Advantage CREDCO.

For more information on BuyerID Index and details on the promotion, visit www.FADVCredco.com/FREE or call (866) 448-2473.

We're at Your Service!

866.448.2473

auto.credco@fadv.com

www.FADVCredco.com/FREE

BuyerID INDEX

FREE through September 18!*

The BuyerID Index report is automatically being provided with every CREDCO credit report -
at no cost to you!

12395 First American Way • Poway, CA 92064 • PH 866.448.2473 • FAX 619.938.7007 • FADVCredco.com/FREE

*Free trial period good through September 18, 2007, but is subject to change. Certain restrictions may apply. Call for details. Not applicable for existing BuyerID customers. If you have received this fax in error or would like to be removed from our fax list, please call (866) 342-1822.

Please note that by removing your company from our fax list, you may not receive important customer notifications.



Raise Your Business IQ with First Advantage CREDCO

New Email Format!

***Did you know that the BIQ Newsletter
is available through email?***

- Product Updates
- Industry Trends
- Tradeshow Info
- Market News
- Special Promotions
- Contact Information

Sign Up Online at FADVCredco.com/BIQ

Or Fax back to (619) 938-7030:

Name _____

Dealership _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email(s): _____
