

BUSINESS IQ NEWS LETTER



Raise Your Business IQ with First Advantage CREDCO

FREE BuyerID Index Promotion Ending Soon!

Dealer Promotion ends Sept. 18th

Since June, dealers have been enjoying FREE BuyerID Index, a smart identification tool provided by First Advantage CREDCO. The free promotion, designed to raise awareness of the importance of protecting dealerships from identity theft and fraud-related losses, is ending Sept 18th.

BuyerID Index

Automatically delivered along with the buyer's credit report, BuyerID Index 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 ID inconsistencies.

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

“Fraud cases involving auto loans and leases are reported every three minutes. That's nearly \$1 BILLION dollars in fraud-related losses in the automotive industry every year.”

Derived from the Federal Trade Commission, 2006 ID Theft Complaint Data Report

That's why now's the time to include a consumer verification component in your dealer operating procedures – and it's as **EASY AS 1 – 2 – 3!**

1. VISIT FADVCredco.com/FREE
2. DOWNLOAD & complete addendum
3. FAX to (619) 938-7007

Don't be victimized by the nation's fastest growing white collar crime. Logon and sign up today!

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



601 - 999 HIGHER RISK

301 - 600 MEDIUM RISK

000 - 300 LOWER RISK

Don't get caught unprotected!

With the summer-long promotion ending soon, you won't want to get caught unprotected after September 18th.

TRADESHOWS

We are exhibiting at the following tradeshows this fall – **STOP BY!**

- DealerTrack Innovation Conference
- F&I Conference, Las Vegas
- Special Finance Conference

We're at Your Service!

866.448.2473

auto.credco@fadv.com

Stay Protected. Sign Up Today!

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- 2 DOWNLOAD - Addendum
- 3 FAX - (619) 938-7007

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*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 (888) 279-8512.

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