

# BUSINESS IQ NEWS LETTER



Raise Your Business IQ with First Advantage CREDCO

## BuyerID Index Promotion Helps Auto Dealers Guard Against Fraud

In a summer-long promotion that ended September 18<sup>th</sup>, automotive dealers enjoyed FREE BuyerID Index, a score-based identity verification product by First Advantage CREDCO. The free promotion helped raise awareness of the importance of protecting dealerships from ID theft and fraud-related losses, and provided an opportunity for dealers to incorporate a consumer identity verification component in their overall operating procedures.

### Preparing for Proposed Legislation

Impacting thousands of dealerships nationwide, the promotion helped automotive dealers understand the need to acknowledge and prepare for new legislation designed to protect consumer identities, such as the proposed Red Flag ruling by federal banking agencies and the Federal Trade Commission. If passed, the ruling would require

automotive dealers to establish and maintain an identity theft program.

### 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.

### Dealer Operating System Integration

BuyerID Index, part of a complete suite of identity verification products, is available for delivery on over 40 dealer sales and finance platforms, including ERA<sup>®</sup> from Reynolds and Reynolds, RouteOne, DealerTrack, Advent, AutoStar and First Advantage CREDCO's online portal, CREDCOServices.com.

***"BuyerID Index offers a solution that helps protect dealers from identity theft throughout the purchase cycle – one that's easily integrated into their F&I processes."***

*Patrick Colbert, Senior Vice President  
Automotive Division, First Advantage CREDCO*

### Get Protected. Sign up Today!

Don't get caught unprotected. Now's the time to include a consumer verification component in your dealer operating procedures – it's as **EASY AS 1 – 2 – 3!**

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

The complete BuyerID suite includes BuyerID Index, BuyerID Alert, and BuyerID Advanced. For more information on the BuyerID suite, visit **FADVCredco.com/GetProtected** or call **(866) 448-2473**.

*We're at Your Service!*

**866.448.2473**

**auto.credco@fadv.com**

## Get Protected. Sign Up Today!

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- 2 **DOWNLOAD - Addendum**
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