

BUSINESS IQ NEWS LETTER



Raise Your Business IQ with First Advantage CREDCO

CREDCO Introduces an ALL-NEW BuyerID Index!

Based on customer feedback from First Advantage CREDCO's summer-long ID verification promotion, BuyerID Index now features a **newly enhanced score** and **simplified reason codes** for more accurate, easy-to-interpret fraud detection.

The promotion – which offered BuyerID Index FREE to dealerships across the nation – 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.

New BuyerID Index Features

Enhanced Score

- > Derived from newer, increased data for more accurate results
- > New ID fraud patterns captured and included
- > Improved capability to detect risky data points

Simplified Reason Codes

- > Fewer, simplified reason codes
- > Clear, easy-to-understand
- > More accurate descriptions

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.



601 - 999 **HIGHER RISK**

451 - 600 **MEDIUM RISK**

000 - 450 **LOWER RISK**

The new BuyerID Index features went into effect on October 16, 2007. For current customers, there is no need to take any action, nor is there any price adjustment. You will automatically receive the newly enhanced BuyerID Index with your customers' credit reports.

Get Protected. Sign up Today!

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. **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 visit www.CREDCOServices.com or call (866) 448-2473.

We're at Your Service!

866.448.2473

auto.credco@fadv.com

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