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Equifax Delivers Value to Service Lane Equity Mining Capability

Soft-pull credit-based solution PowerLead Offer™ surfaces qualified leads for the showroom from the dealer service center

NEW ORLEANS, Jan. 26, 2017 /PRNewswire/ -- Equifax Inc. (NYSE: EFX), a global information solutions provider, today announced availability of PowerLead Offer a new soft-pull credit-based solution, designed for the dealership service lane, that prescreens customers for potential vehicle lending offers.



Instances where a customer brings a vehicle to the dealership for maintenance or repairs present a unique opportunity to prescreen for additional sales opportunities. PowerLead Offer enables a service provider to prescreen the customer, either prior to their arrival or on-the-spot, to assess eligibility and terms for a new car firm offer of credit. When the consumer qualifies, a firm offer of credit can be provided to the customer during the car servicing experience.

"A face-to-face encounter with a customer is a sales conversion opportunity and the introduction of a qualified offer enables the dealership to better maximize every customer touchpoint, even outside the showroom," said John Giamalvo, vice president of dealer services at Equifax.

Dominion Dealer Solutions, a leading provider of web-based customer relationship management and dealer management system technology, was the first within the industry to adopt PowerLead Offer. The company will leverage the solution as an enhancement to its equity mining platform DealActivator™ to help increase the unique value it provides to its dealer customers.

"This integration will keep our dealers compliant and their customer's information secure, while helping to significantly increase the dealers' equity opportunities in the service lane," said Alan Andreu, general manager of equity solutions for Dominion Dealer Solutions. "I am excited that DealActivator can directly offer dealers soft credit pulls with the largest credit provider in the country."

About Equifax

Equifax powers the financial future of individuals and organizations around the world. Using the combined strength of unique trusted data, technology and innovative analytics, Equifax has grown from a consumer credit company into a leading provider of insights and

knowledge that helps its customers make informed decisions. The company organizes, assimilates and analyzes data on more than 820 million consumers and more than 91 million businesses worldwide, and its databases include employee data contributed from more than 6,600 employers.

Headquartered in Atlanta, Ga., Equifax operates or has investments in 24 countries in North America, Central and South America, Europe and the Asia Pacific region. It is a member of Standard & Poor's (S&P) 500® Index, and its common stock is traded on the New York Stock Exchange (NYSE) under the symbol EFX. Equifax employs approximately 9,400 employees worldwide.

Some noteworthy achievements for the company include: Ranked 13 on the American Banker FinTech Forward list (2015); named a Top Technology Provider on the FinTech 100 list (2004-2015); named an InformationWeek Elite 100 Winner (2014-2015); named a Top Workplace by Atlanta Journal Constitution (2013-2015); named one of Fortune's World's Most Admired Companies (2011-2015); named one of Forbes' World's 100 Most Innovative Companies (2015). For more information, visit www.equifax.com

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