



## **First Advantage CREDCO teams with DealerVu to deliver BuyerID to RV, Motorcycle and Power Sports dealers**

First Advantage CREDCO, a leading provider of specialized credit reports for the automotive and RV industries, today announced the integration of its identity verification solutions with DealerVu, a leading provider of dealer management systems (DMS) and enterprise software applications. Under the new agreement, First Advantage CREDCO will deliver BuyerID Index and BuyerID Alert conveniently through DealerVu's DMS, used by recreational vehicle, motorcycle and power sports dealers.

The integration of First Advantage CREDCO's identity verification solutions will enable participating U.S. dealers to verify potential customer identities automatically with every credit report.

"Our integration with First Advantage CREDCO offers dealers the solutions they need to help protect their dealerships from identity theft and fraud-related losses," said DealerVu Vice President and General Manager Kelvin Ng. "Just as important, BuyerID also provides an easy, first-step identity verification tool that satisfies certain requirements of the new Red Flag Rules that went into effect January 1, 2008."

BuyerID Index provides a three-digit numeric score (ranging from 000 to 999) that indicates the level of risk associated with a buyer – the higher the score, the greater the probability of identity risk. BuyerID Alert provides a text-based identity verification solution. Both are automatically included along with the buyer's credit report.

"Our expanded relationship with DealerVu helps our mutual customers protect their dealerships – and their customers – from potential fraud," said Eric Rumsey, President of First Advantage CREDCO. "Seamless integration provides fast, convenient access to important identity verification tools, in addition to credit reporting information and compliance solutions – directly from their DMS."

Since 2005, the two companies have enjoyed a successful business relationship based on First Advantage CREDCO's credit information services and compliance solutions. The integration of identity verification solutions expands this relationship, providing another value-added service to users of the DealerVu dealer management system.

**For more information, please visit <http://www.credcoservices.com/dealervu>.**