

# The power of rental payment data

---

Access and share to reduce risk  
and improve profitability



# Unlock the power of rental payment data

Identifying the highest-quality resident at the point of application who will pay rent on time every month is challenging. Failing to do so has significant financial repercussions that negatively impact net operating income and profitability.

As a result, accessing and sharing rental payment data has emerged as an increasingly critical solution. Experian® RentBureau® — the leading provider of rental payment history data to the multifamily industry — offers two ways apartment owners/managers can benefit from its collective national repository of rental payment history data.

First, owners/managers can opt to include rental payment history data as part of their screening practices through Experian RentBureau's multiple resident screening partners.

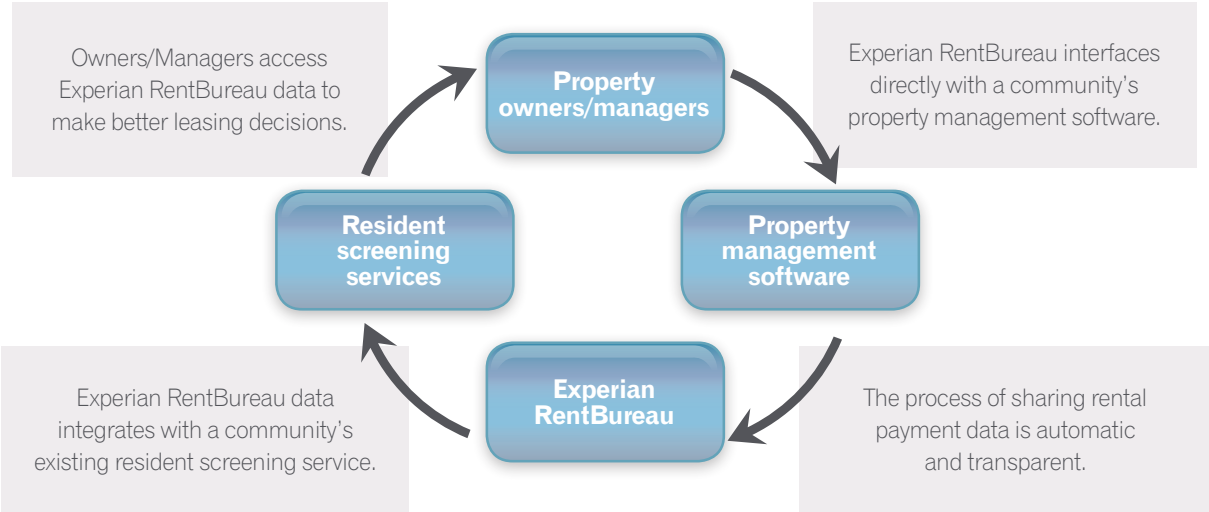
Second, communities also can contribute rental payment data to Experian RentBureau's national rental history database to reduce skips and improve bad-debt recovery. Additionally, by sharing rental payment data, owners/managers have the opportunity to set their community apart from others by offering residents a unique and impactful amenity of establishing or building their credit history.

“Furnishing data makes sense as an industry. It’s an unspoken rule that you don’t rent to someone who owes money to another apartment community. A larger, more in-depth database benefits our whole business and industry, but it also benefits the day-to-day operations, delivering both holistic and local value.”

— **Tracy Levesque**, Senior Vice President, GrayCo Properties

## The process of accessing and sharing rental payment data

Every 24 hours, Experian RentBureau receives updated rental payment history data from owners/managers and rent payment services nationwide and makes that information available immediately to the entire multifamily industry through our resident screening partners. This quick turnaround impacts every point of decision making — from identifying higher-quality residents and improving bad-debt recovery to streamlining the collections process.



# Access rental payment data

---

## The best leasing decisions begin with the best data

The practice of accessing rental payment data to enhance the resident screening process is critical to identifying the highest-quality resident before a lease is signed. This is why Experian RentBureau works with a national network of communities to gather and maintain a database of rental payment history data records, which are automatically updated every 24 hours. All users can now leverage the most current information about a prospective resident when assessing leasing applicants.

Data suggests that residents who repeatedly move out of a community owing money are nearly six times as likely to repeat the behavior compared with a resident who has consistently paid rent on time.

---

“Now that we have access to current, accurate information, we can make better decisions on accepting ‘healthy risk’ applicants. We know that we are accepting 12 percent more applicants based on their rental history data than just on credit history alone.”

— **Michael Johnson**, Executive Vice President and Chief Administrative Officer, Alco Management

---

## In-depth insight to reduce risk

Rental payment history data, available through our resident screening partners, provides detailed rental payment and collection histories. This information gives unprecedented insight into a prospective resident’s likelihood to pay rent, enabling on-site teams to make better leasing decisions by identifying risky residents and accepting more high-quality residents at the point of application.

---

“I firmly believe you can only check on what you know. Without rental history data readily available you may not know who you are really renting to.”

— **Kelly Berchtold**, Director of Ancillary Services, Alliance Residential

---



# Share rental payment data

---

## Reduce skips and improve bad-debt recovery

Once it is reported to Experian RentBureau, a community's rental history data is immediately available to other owners/managers through our resident screening partners. When this information is incorporated in another community's screening process, everyone benefits. Sharing rental payment data allows on-site teams to identify prospects who are attempting to skip from a community and can prevent those applicants from getting a new lease until they satisfy their outstanding debt obligation.

---

"If more property managers share their data, then the industry can better utilize that data and use it to mitigate risk and improve collections."

— **Elizabeth Phillips**, Regional Property Manager, HHHunt

---

## Sharing data is easy and automatic

Experian RentBureau interfaces directly with a community's property management software to receive detailed rental payment history on a community's residents, such as lease start and end dates and bad-debt balances for potential skips and risky residents. The process is automatic and transparent and does not require any modification to existing software, so there is no impact on operations. Furthermore, Experian RentBureau does not charge for data contribution.

## Gain a competitive advantage

Housing costs are typically the single largest monthly expenditure for a resident. Since Experian is the only major credit reporting agency to incorporate positive multifamily rental payment data into consumer credit reports, owners/managers have the opportunity to set their property apart by helping residents to establish or build their credit history. A community now has a tangible, built-in amenity that will increase occupancy and encourage residents to renew their lease, effectively reducing the marketing, cleaning and extended vacancy costs associated with resident turnover.



---

"Although my community didn't offer this service when I moved in three years ago, it did play a part in my final decision to stay at the time of my last lease renewal, and I would also be more hesitant to rent in a community that does not offer this rental payment reporting through Experian RentBureau."

— **Barbara Ann Scott**,  
MAA resident, Arizona

---

Benefits of accessing and sharing rental payment data	Access data	Share data	Access and share data
<b>Approve more applicants</b> — Reduce conditional approvals and increase automatic approvals based on rental payment history for those with little or no credit history	✓		✓
<b>Identify the highest-quality residents</b> — Using the most up-to-date rental data available, identify risky residents before they sign a lease	✓		✓
<b>Reduce administrative costs</b> — Remove the need for time-consuming manual verification of payment histories by on-site leasing staff	✓		✓
<b>Improve bad-debt recovery</b> — Report write-off/bad-debt balances to prevent residents from getting a new lease at another property without first satisfying their debt obligation to you		✓	✓
<b>Prevent future skips</b> — Provide lease begin/end dates to enable other communities to identify those applicants who are in an existing lease and attempting to skip at your property		✓	✓
<b>Gain a competitive advantage</b> — Increase occupancy, boost retention rates and generate referrals by offering residents the unique amenity of establishing or building their credit history through their on-time rental payments		✓	✓
<b>Realize more steady cash flow</b> — Report residents' rental history to create a meaningful incentive for them to make their rental payments on time, every time, providing a more steady cash flow and access to cash earlier in the month		✓	✓
<b>Achieve operational efficiency</b> — Automatically transmit data directly from property management software to Experian RentBureau and reduce the risk of providing subjective or biased data		✓	✓

Contact us today to start receiving the benefits of accessing and sharing rental payment data.

For more information, visit [www.rentbureau.com](http://www.rentbureau.com).

Experian RentBureau  
475 Anton Blvd.  
Costa Mesa, CA 92626  
1 888 414 1120  
www.rentbureau.com



### **About Experian RentBureau**

Experian RentBureau is the largest and most widely used credit reporting agency for the multifamily industry. Experian's RentBureau database receives rental payment histories every 24 hours from property management companies and rent payment services nationwide. Data contributors report their rental data to Experian RentBureau directly and automatically. Property management companies utilize this data to screen new rental applicants' payment history as part of their existing resident screening services.

© 2013 Experian Information Solutions, Inc. • All rights reserved

Experian and the Experian marks used herein are service marks or registered trademarks of Experian Information Solutions, Inc.

Other product and company names mentioned herein are the property of their respective owners.

05/13 • 0000/0000 • 6560-CS