



## media alert

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### **Experian® RentBureau® to showcase the power of rental payment history to attract residents during the 2014 NAA Student Housing Conference**

**Costa Mesa, Calif., February 26, 2014** — Experian® RentBureau®, the leading provider of [rental payment history data](#) to the multifamily industry, today announces that it will showcase the power of rental payment history, including the ability for owners and managers to offer a credit history building amenity, to attract more residents at the 2014 National Apartment Association's (NAA) Student Housing Conference. Experian RentBureau will exhibit at Booth #504 and is excited to bring to the industry the broad benefits of accessing and sharing rental payment history.

"The NAA Student Housing Conference is the student housing industry's marquee networking event and one-stop shop for cutting-edge products, services, strategies and solutions," said Nikki Scheman, who heads business development for Experian RentBureau and also sits on the NAA Student Housing Committee. "Experian RentBureau is proud to participate in this annual event and bring the proven power of rental payment history and rent reporting to student housing firms. We look forward to helping even more student housing owners and managers provide a credit history building resource to students who pay their rent on time."

Student housing owners and managers stand to gain a competitive advantage by reporting rental payment data to enable students to build credit history, which is important to many students and parents. By reporting rental payment history, owners and managers can help students get started on positive credit history building practices while still in college. As Experian is the only major credit reporting agency to incorporate positive rental payment data into consumer credit reports, student housing property managers and owners have the opportunity to offer residents this tangible, built-in amenity that encourages retention and renewals.

To learn more about how rental payment history data can benefit both student housing owners and managers and their student residents, visit Experian RentBureau at the NAA Student Housing Conference at Booth #504.

## **About Experian RentBureau**

Experian RentBureau is a subsidiary of Experian, the leading global information services company. RentBureau was acquired by Experian in 2010 and is now the leading provider of rental payment history data, with information on more than 11 million residents. Currently, more than 4,000 apartment communities contribute data every 24 hours to Experian RentBureau. Its data is utilized by property managers through their existing resident screening providers. Experian incorporates the positive rental payment data reported to Experian RentBureau into Experian credit reports. For more information, please visit [www.experian.com/rentbureau](http://www.experian.com/rentbureau).

## **About Experian**

Experian is the leading global information services company, providing data and analytical tools to clients around the world. The Group helps businesses to [manage credit risk](#), [prevent fraud](#), target marketing offers and automate decision making. Experian also helps individuals to check their [credit report](#) and [credit score](#), and protect against [identity theft](#).

Experian plc is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. Total revenue for the year ended March 31, 2013, was US\$4.7 billion. Experian employs approximately 17,000 people in 40 countries and has its corporate headquarters in Dublin, Ireland, with operational headquarters in Nottingham, UK; California, US; and São Paulo, Brazil.

For more information, visit <http://www.experianplc.com>.

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