

YARDI PORTAL™
CONNECTS You with Prospects & Residents
 Online Marketing of Properties & Unit Availability • Online Applications, Leasing & Payments



ABOUT US ■ SUBSCRIBE ■ RSS ■ SITEMAP ■

SEARCH

● SITE ○ WEB

Northeast Midwest South West International

INDUSTRY NEWS

SAVE | EMAIL | PRINT | MOST POPULAR | RSS | REPRINTS

RentBureau and RentGrow Announce Integration of Screening Data

Published: March 03, 2009

By Erika Schnitzer, Associate Editor

Waltham, Mass.—RentBureau, the credit bureau for the multifamily industry, and RentGrow, a provider of online resident screening services, have announced that they will team to integrate their solutions. RentGrow will begin implementing RentBureau's data this week.

"For a long time, we've been providing our services directly to apartment companies, but we believe it's important to make it easier for to get information. RentGrow aggregates the information to get the best screen. We know we can add a lot of value because we are based on rental histories," Eric Hartz, president and CEO of RentBureau, tells MHN. "This is a win for the apartment company because now there is no guessing about whether or not they are getting the best information."

RentBureau's comprehensive rental history data will be integrated into RentGrow's TotalScreen resident screening solution. RentBureau's database collects rental payment histories every 24 hours from its national network of property owners and managers, which currently includes six million residents nationwide. (Click [here](#) for information on RentBureau's newest solution, RentConfirm.)

Combining RentBureau's proprietary rental history data with RentGrow's TotalScreen solution will provide property management companies across the country with the highest quality, advanced screening services available, say the companies. By integrating RentBureau's rental data, TotalScreen can reduce the risk of skips, bad checks, evictions and property damage.

The two companies are separate entities, but RentBureau provide a service to RentGrow that differentiates the company's offerings, explains Hartz.

In the current economy, "with overall formations going down and losses going up, the number of applicants our clients are seeing are down, so they need every tool they can use to make sure they get people to move in and don't let a potentially good applicant slip away," Michael Lapsley, president and CEO of RentGrow, tells MHN.

"An apartment company spends marketing dollars to get people to come into the office, and the last thing they want to do is turn someone away they don't want to," explains Hartz. With the integration of the two companies' tools, this is less likely to occur.

The benefits to this partnership, explains Lapsley, include "the ability to get access to renter payment histories, which historically has been a very good predictor of how someone will pay their rent in the future." Additionally, he says, renters who have thin or no credit will have access to RentBureau data and scoring tools.

Furthermore, Lapsley points out, management companies with multiple properties nationwide will have access to past residents' rental histories, reducing the likelihood that they will lose revenue again on a resident who failed to pay rent in the past.

SAVE | EMAIL | PRINT | MOST POPULAR | RSS | REPRINTS

Post a Comment

* Required field

* User Name:



DIGITAL EDITION

MHN Newsletter
Sign Up

Request
Products/Services



* Comment:

[SUBMIT](#) [RESET](#)

Will the \$8,000 tax credit significantly improve condo sales?

Not at all	26%
A little	44%
Substantially	29%
Substantially	0%
Sell out Condos	

34 votes since 2/27
4 days remaining

Created by: anuradhakher

RECENT INDUSTRY NEWS HEADLINES

New Renters Will Outstrip the Supply of Apartments Despite Economic Downturn, Says Associated Estates CEO
www.multi-housingnews.com

Webinar on Construction Financing that is Still Available for Multi-Housing Draws Huge Response
www.multi-housingnews.com

INSIDE THE DEAL: Fractured Condo Sale: Foreign Buyer Snaps Up Condo Conversion at \$55,000 Per Unit
www.multi-housingnews.com

INSIDE THE DEAL: Property Demonstrates How Bridge Loans Can Work in this Market
www.multi-housingnews.com

SPECIAL REPORT: Fannie, Freddie Provide Reassurances in Face of Impending 2010 Portfolio Cap
www.multi-housingnews.com

Ads by Google

▶ **Tenant Credit Check**
Quickly Compare Tenant Screening Service Providers in Our Directory.
www.business.com

▶ **Rental Property Managers:**
Use My Systems To Save Time, Stay Sane, And Make Money From Rentals.
www.Rental-Property-Management.com

Produced by: Nielsen Business Media, a part of the Nielsen Company



Hospitality Design | Kitchen & Bath Business | Display & Design Ideas
Multi-Housing News | Commercial Property News | Impressions



Multi-Housing News is the only real estate magazine that covers the multi-housing industry thoroughly, from multifamily trends to Residential Real Estate News. Multi-Housing News sets itself apart from competitive publications by its sheer devotion to the Multi-Housing industry and Residential Real Estate building industry. Through its exclusive Multi-Housing industry awards presentations and hugely popular Multi-Housing World conferences and Residential Real Estate and Building Expos, Multi-Housing News is a real estate magazine for professionals and proves that it has the industries future on its mind at all times. Whether it is through US housing market editorials, Multi-housing industry awards, green home trade shows or just reporting the latest news on the state of the Residential Real Estate, Multi-Housing News is appreciated globally as the leader in Multifamily and Multi-Housing industry information.

[Multi Housing News Home](#) | [Real Estate News](#) | [Multifamily Real Estate Product Gallery](#) | [Directories](#) | [Residential Real Estate Features](#) | [Multi Family Industry Events](#) | [About Multi-Housing News](#) | [Multifamily Trends Sitemap](#) | [Advertising Opportunities](#) | [Media Kit](#) | [Contact Multi-housing News](#) | [Residential Real Estate Newsletter](#) | [Multi-housing Industry Tips](#)

