

## Blue River Property Management

“I have a 10-year relationship with AmRent and during that time have found their customer service and products to be unmatched. In fact, when I joined Blue River a few years ago, I knew that AmRent’s credit, rental history and criminal data would provide us with the information we need to secure quality residents. AmRent continues to be an incredible partner for us, and we would certainly recommend them to other property managers.”

**Cindy Vitou**  
Area Manager Blue River  
Property Management

### The Client

Based in northwest Indiana, Blue River Property Management is a privately-held business that owns and manages six multi-family properties with more than 1,300 units. The company is dedicated to providing quality, safe environments for its residents and serves a diverse audience including young professionals, families and the elderly.

### The Issue

Blue River was seeking a method for effectively and efficiently reviewing applicants based on its rental selection guidelines. The screening solutions needed to be easy to use, and the partner must provide outstanding customer service and support.

### The Objective

The core objective for Blue River was to implement a user-friendly screening process that ensured its communities were safe, and the residents were of the highest quality possible.

### The Strategy and Tactics

When Ms. Vitou joined Blue River in 2002, she immediately recommended that the company partner with AmRent to assist with its resident screening program. Prior to introducing AmRent, the company did not use a resident screening partner and conducted the background checks on their own.

Today, AmRent provides Blue River with credit, criminal and rental history data through its online service portal – CBCWeb. The customized reports are delivered immediately to the key decision makers and then are manually reviewed. All of the data provided is extremely valuable to the Blue River team, especially the multi-state criminal and rental history data that cannot be provided by many other screening companies.

### Results

The transition to AmRent’s services was smooth and the training provided was extremely helpful. In addition, the easy-to-use and informative reports, combined with its outstanding customer service, has made AmRent a great partner and resource for Blue River.