

H&M Management

“RentWise gives me a mathematical, strictly objective evaluation of a prospective resident’s ability to pay rent. It also reduces my exposure to discrimination lawsuits.”

Marty Cohen
General Managing Partner
H&M Management

The Client

H&M Management owns and manages 1,191 residential units in nine communities in northeastern Ohio. The typical apartment tends to be rented by middle-income individuals or families. Mr. Cohen is General Managing Partner and indicated each H&M Management community has used AmRent’s services since April of 2003.

The Issue

Before partnering with AmRent, H&M Management worked with a competitor to assess the background information of potential residents. Mr. Cohen felt he wasn’t getting an adequate product for the price, nor was he satisfied with the company’s customer service policies.

The Objective

H&M Management’s key objective was to partner with a resident screening provider that could deliver a quality product for the money invested, provide additional value, as well as improved training and customer service.

The Strategy and Tactics

Now, H&M Management uses several AmRent services to effectively screen prospective residents. Mr. Cohen and his colleagues use RentWise, a point-of-sale risk assessment tool that helps them predict rental behavior by reviewing a statistical picture of an applicant’s ability to pay their rent. The RentWise score evaluates information from credit repositories and compares the information with rental performances, which enables property managers to make objective decisions taking out the subjectivity to make accurate rental decisions. This helps H&M expand the number of dependable residents; reduce financial losses from skips, evictions, and collections accounts; and comply with the Fair Housing Act.

Results

Mr. Cohen said he feels AmRent provides a comprehensive product for the price as well as superior training and service. In addition, the decisions rendered by the properties are fair and consistent, reducing concerns about Fair Housing. One key benefit expressed by Mr. Cohen is the quality of customer service provided by AmRent. “My account executive is always available and helpful. AmRent delivers a much better product for the investment,” he said.