

## KDM Management Development

“AmRent’s Identity Cross-Check and Credit Report products help us quickly verify information on potential residents’ applications and their credit ratings. Ultimately, these two products help us maintain cash flow in accounts receivable.”

**Chris Martin**  
Accounts Receivable/  
Collections Manager, KDM  
Management Development

### The Client

Located in Pittsford, New York, KDM Management Development manages 42 residential mobile home communities, which include a total of 6,200 units. Chris Martin has been with the company since 2003, and KDM has been a member of AmRent since 2001.

### The Issue

KDM wanted better tools to qualify potential residents for its residential mobile home communities and communicate that information among its property managers and the home office.

### The Objection

The goal was to find residents with adequate credit scores and no previous collection issues. In addition, they wanted to locate more addresses that were not previously provided by the prospective renter on the application. An ideal resident is able to maintain cash flow, which in turn, helps KDM run their business more efficiently.

### The Strategy and Tactics

Currently KDM accesses two AmRent reports during the residential screening process. The first is Identity Cross-Check – a verification and authentication tool that helps property management companies like KDM identify inconsistencies and potential fraudulent information. By keying in an applicant’s name, address and phone number, property managers quickly determine if the information is accurate and if it matches previously reported data.

The second tool is the standard repository credit report. It provides information about an applicant’s debt load, payment history, and any public record data, like liens, judgments and bankruptcies. In addition to retrieving the applicants’ credit histories and summaries, property managers like Chris can view applicants’ supplied employer information on the credit file.

### Results

Chris said he has identified several risky applicants because Identity Cross-Check confirmed the information provided was false. “One time an applicant’s Social Security Number belonged not to him but to someone deceased,” he said. This allowed KDM to avoid the revenue losses that would have been associated with a fraudulent applicant. A typical fraud case can cost a company in excess of \$5000.00

Accurate screening information is a key ingredient of rental profitability. Both the Identity Cross-Check and Credit Report products from AmRent help property managers like Chris improve their bottom line by quickly converting qualified applicants to residents, while reducing fraud and identity issues.