

Mike Herald Management

“AmRent gives us quality criminal and credit data at a phenomenal price, and the level of customer service is superior.”

James Shrock
Director of Operations,
Mike Herald Management

The Client

Established in 1990, Mike Herald Management now owns and manages 640 units in three market-rate properties in two Indiana cities — Columbus and Indianapolis. Mr. Shrock has been with the company since 1996 and has been a member of AmRent since 2002.

The Issue

Routinely disappointed by the blatant lack of customer service he encountered with his previous screening provider, Mr. Shrock was ready to make a change. He was tired of waiting days for one of his calls to be returned. In fact, he often ended up making multiple calls to resolve one small issue.

The Objective

Mr. Shrock’s key objective was to partner with a resident screening company that could offer quality criminal and credit data at an affordable price, coupled with excellent customer service. “I wanted to be able to make one phone call to resolve an issue quickly, not five,” he said.

The Strategy and Tactics

During a meeting with an account executive from AmRent, Mr. Shrock set out to secure a resident screening process that would meet the needs of his apartment managers. At the top of his list was a request for solid, instantaneous customer service.

“I got exactly what I asked for,” he said. “AmRent provides superior customer service and products. Any time there is an issue, I make one call and resolve it in minutes.”

Results

Jenny Maple, manager of Fountainhead Apartments in Indianapolis, uses AmRent products regularly during the resident screening process. She said the database is user-friendly and the reports are easy to read.

“I can access property management records in a matter of seconds to see if a potential resident has ever skipped or owes money to another apartment complex,” she said. “Just moments on the computer saves weeks of potential headaches.”

Ms. Maple especially appreciates the criminal database, the nation’s most comprehensive resource that allows her to search across multiple states and provides detailed offense information on each record, including county, classification, sentence and status. “All I do is type in a name, date of birth and social security number, and information pops up instantly. I don’t have to spend a lot of time digging through the data because all criminal records are listed immediately,” she said.