

## Western Reserve Property Management

“We know from experience that AmRent’s Criminal Records service provides much more comprehensive background searches than competing services.”

**Donna Kaser**  
Director of Marketing  
Western Reserve Property  
Management

### The Client

Western Reserve Property Management has nearly 3,000 conventional housing units within seven apartment communities in the Cleveland suburbs. Donna Kaser joined the company in 1981 and has been a AmRent member since 1998.

### The Issue

At the end of 2005, Ms. Kaser replaced AmRent’s Criminal Records with another service, but she discovered it was not as comprehensive. “The other service didn’t provide the thoroughness, breadth and depth of Criminal Records,” she said.

### The Objective

Ms. Kaser wanted a comprehensive, up-to-date criminal records service that would help her qualify potential residents. Even though the majority of people interested in living in a Western Reserve community are from Ohio and have always lived in Ohio, she also needed a service that allowed her to search across multiple states for detailed offense information, including the county in which it occurred, classification, sentence and status.

### The Strategy and Tactics

Ms. Kaser reinstated AmRent’s Criminal Records service in May of 2006. As the nation’s most comprehensive database of criminal records, it is unlike other screening services because reports are compiled from records across multiple states. In fact, in some cases, county-level records are gathered weekly or even daily to ensure the database is up to date.

### Results

Since the Criminal Records service has been reinstated at Western Reserve Property Management, the service has alerted Ms. Kaser to misdemeanor convictions among six applicants. “Our number one goal is to provide a safe environment for our residents,” she explained. “AmRent’s Criminal Records helps us do exactly that.”

She added that the records are easy to retrieve and interpret. “The entire process takes about two minutes, and I am confident I am receiving comprehensive background checks. If I ever have a problem with the service, I also know my account representative will be available in person at a moment’s notice. AmRent’s support staff is phenomenal.”