

## Casto

“Not only have we been able to increase our financial returns, but we’ve also improved our screening process thanks to the results we received from using RPC.”

**Debbie Zink**  
Vice President of Credit and Collections  
Casto

### THE CLIENT

Casto is a full-service, fully integrated real estate services firm based in Columbus, Ohio. Casto’s portfolio includes shopping centers, multi-family communities, office and industrial properties, restaurants and hotels located in seven midwestern and southeastern states.

### THE ISSUE

Casto has a successful commercial and residential real estate practice. However, once its residents vacated their multi-family rental communities, if any bills were left unpaid, the company found it difficult to track down the debtors to fulfill their monetary obligations.

### THE OBJECTIVE

Locating and securing Casto’s former customers to either collect what was owed or to secure a financial judgment against them.

### THE STRATEGY AND TACTICS

Casto originally began working with CBCAmRent, an affiliate of CBCInnovis, for its resident screening capabilities nearly two decades ago. Two years ago, Debbie Zink, vice president of credit and collections for Casto, added CBCInnovis’ Right Party Contract (RPC) product.

RPC reports optimize Casto’s productivity and efficiency by providing several variations in names, addresses and phone numbers associated with previous residents. By keying in a name, address and Social Security number (optional), Casto receives:

- Name variations, including maiden and aliases.
- Address variations: current, previous and alternate.
- Phone numbers frequently used by the consumer and excluded by other sources.
- Date each piece of information was first received (this enables Casto to gauge how long the variant information has been used).

- Total number of times the variation has been reported (this allows Casto to compare frequently reported variations and highlight uncommon ones).
- The number of sources from which each piece of information is currently reported.
- Color-coded new information for quick identification, making the RPC product easy to use.

### RESULTS

Since Debbie has used CBCInnovis’ RPC product, she’s seen the number of former residents they’re able to successfully contact after moving out increase, as well as the amount of money returned improve.

As an added bonus, using RPC reports revealed to Casto that some of their residents were providing incorrect Social Security numbers when filing out the initial rental application. This group of debtors alone was accounting for on average \$3,000 per month in write offs, a number that wasn’t acceptable to Casto. Working with Casto Regional Manager Megan Bell, now the properties have incorporated another CBCInnovis product – Authentication Cross Check – at the front end of the screening. Doing so has refined their application process to ensure all prospective residents are providing accurate and truthful information. The number of charge offs on the back end seen by Debbie also has been reduced.

CBCInnovis’ Right Party Contract Report helps property management companies like Casto increase recoveries. Mail returns and incorrect phone numbers slow productivity and delay payments, but Right Party Contact provides alternate phone numbers and addresses, which improves mailing results and aids in locating past due residents.