

Commercial One Property Services

"In today's competitive marketplace, the quicker I can approve or deny a potential renter's application, the quicker I ensure profitability. With AmRent's resident screening services, I know I'm making sound decisions based on good, solid data."

David Holzer
President and Partner
Commercial One Property Services

THE CLIENT

Established in 1989, Commercial One Property Services owns and manages 950 residential properties of all types, as well as 60 commercial properties throughout Ohio. David Holzer has been President and Partner since 2000 and has been a member of CBC Companies since 2003.

THE ISSUE

While in contract to acquire two communities in Chillicothe, Ohio, in 2003, Mr. Holzer discovered that the current owner utilized resident screening services from both CBC Companies and a competitor. Since his goal was to find the most timely, comprehensive resident screening database for all of his company's properties, he compared both services for 60 days.

THE OBJECTIVE

During the comparison process, Mr. Holzer's main objective was to choose a customer-oriented company that provided a screening service to streamline the decision-making process. Many of his prospective renters have credit issues, so he wanted to be able to extract specific data from a report in minutes in order to make a sound decision. After comparing both screening services, he determined CBC Companies' product was superior. Mr. Holzer said AmRent's reports, especially the criminal and credit information, are more comprehensive and formatted for ease-of-use. In addition, they take minutes to generate, compared to hours—as was the case with the competitor.

THE STRATEGY AND TACTICS

Now Commercial One Property Services partners with CBC Companies to efficiently and effectively screen and approve future residents. Mr. Holzer said AmRent's reports make his job a lot easier, especially when he uses RentWise. This point-of-sale risk-assessment tool helps him predict rental behavior more accurately because it gives him a statistical picture of an applicant's propensity to pay rent. For example, when he deals with mid-range to low-range income housing, RentWise lets him examine a less-than-perfect credit profile and extract the data he needs to decide if someone will be a good renter.

Property managers at Commercial One Property Services also like AmRent's Rental XChange because it allows them to share and retrieve important nationwide rental data.

RESULTS

Not only do Mr. Holzer and his colleagues at Commercial One Property Services value AmRent's resident screening services, they also value CBC's commitment to customer service. Mr. Holzer said his account executive makes sure he has every bit of information necessary to do his job successfully. He added that his account executive acts like more of a partner than a salesperson by always helping him bolster his bottom line with sound techniques.