

Gorsuch Management

“The resident screening process is now more of a science than an art. CBC Companies makes the process objective and verifiable. Their AmRent services provide data that helps us make resident screening decisions in accordance with our standards of admission – in a matter of minutes.”

Ron Burson

Vice President & Treasurer
Gorsuch Management

THE CLIENT

Gorsuch Management, a division of Fairfield Homes, has been in business for more than 35 years. It owns and manages 3,500 affordable housing units on 85 sites throughout Ohio. Ron Burson is Vice President & Treasurer and has been with the company since 1979. Gorsuch Management has utilized the services of CBC Companies since 1993.

THE ISSUE

Before partnering with CBC Companies, Gorsuch Management worked with another organization to screen potential residents. However, Mr. Burson said he and his colleagues found the quality of data to be extremely poor. To make matters worse, it took them hours or days to retrieve the data, and the company was not customer oriented.

THE OBJECTIVE

The company's key objective was to find a resident screening provider that could reduce the time it took to evaluate applications and approve qualified residents. The solution had to deliver cost-effective, instantaneous and easy-to-read reports that provided all of the necessary data to predict rental behavior. In addition, Mr. Burson wanted to know he could contact his account executive in a moment's notice and get sound, reliable help.

THE STRATEGY AND TACTICS

Twelve years later, Gorsuch Management and CBC Companies continue to work together to effectively screen and approve or deny applicants in a timely manner.

Gorsuch Management's regional managers access AmRent reports online in a matter of minutes, not hours or days. The comprehensive information includes credit, criminal, evictions and rental history. They also contribute information to Rental XChange, the nation's largest and most comprehensive collection of rental data. By sharing its data, Gorsuch Management is helping to rid the industry of unreliable renters.

RESULTS

Since Mr. Burson has been in the industry for more than 26 years, he clearly remembers a time when property managers conducted their own resident screening process by making dozens of phone calls to obtain police records and credit information. He said AmRent has helped Gorsuch Management improve the quality of applicants they approve in a timely fashion. Additionally, AmRent helps property managers fill vacancies quickly, thus improving revenue. According to Mr. Burson, the icing on the cake is CBC's commitment to customer service. "I can't say enough good things about my account executives, past and present. It's as simple as that," he said.