

H&M Management

THE CLIENT

H&M Management owns and manages 1,191 residential units in nine communities in northeastern Ohio. The typical apartment tends to be rented by middle-income individuals or families. Mr. Cohen is General Managing Partner and indicated each H&M Management community has used CBC Companies' services since April of 2003.

THE ISSUE

Before partnering with CBC Companies, H&M Management worked with a competitor to assess the background information of potential residents. Mr. Cohen felt he wasn't getting an adequate product for the price, nor was he satisfied with the company's customer service policies.

THE OBJECTIVE

H&M Management's key objective was to partner with a resident screening provider that could deliver a quality product for the money invested, provide additional value, as well as improved training and customer service.

THE STRATEGY AND TACTICS

Now, H&M Management uses several AmRent services from CBC Companies to effectively screen prospective residents. By contributing to Rental XChange, the nation's largest collection of rental data, Mr. Cohen and his colleagues are able to reward good residents who pay their rent on time with positive ratings. Those residents who don't pay on time are reported with negative ratings, which catch up to them when other property managers access the Rental XChange during their screening process.

Mr. Cohen and his colleagues also use RentWise, a point-of-sale risk assessment tool that helps them predict rental behavior by reviewing a statistical picture of an applicant's ability to pay their rent. The RentWise score evaluates information from credit repositories and compares the information with previous Rental XChange performances, which enables property managers to make objective decisions taking out the subjectivity to make accurate rental decisions. This helps H&M expand the number of dependable residents; reduce financial losses from skips, evictions, and collections accounts; and comply with the Fair Housing Act.

RESULTS

Mr. Cohen said he feels CBC Companies provides a comprehensive product for the price as well as superior training and service. In addition, the decisions rendered by the properties are fair and consistent, reducing concerns about Fair Housing. One key benefit expressed by Mr. Cohen is the quality of customer service provided by CBC Companies. "My account executive is always available and helpful. AmRent delivers a much better product for the investment," he said.

"RentWise gives me a mathematical, strictly objective evaluation of a prospective resident's ability to pay rent. It also reduces my exposure to discrimination lawsuits."

Marty Cohen
General Managing Partner
H&M Management