

## Market Place Management

“My favorite thing about CBCAmRent is that the program provides the decisions for us, very quickly. I don’t have to worry about a manager making a fair housing mistake.”

**Tracy Howell**  
Director of Operations  
Market Place Management

### THE CLIENT

Market Place Management is located in High Point, North Carolina and has more than 600 units of conventional housing in the following communities: The Crossing, Hunter’s Point, Swathmore Court and Mason Manor. Ms. Howell has been with Market Place Management since April, 2000, and she has been a member of CBCAmRent since January, 2005.

### THE ISSUE

When a CBCAmRent representative told Ms. Howell about their resident screening products, she realized CBCAmRent provided more information for the money she was already spending with another resident screening company. For example, CBCAmRent provides more extensive credit and criminal background information than she experienced with the other company.

### THE OBJECTIVE

Ms. Howell was specifically interested in customizing CBCAmRent’s Decision Program to ensure she and her colleagues get the most accurate information about a potential resident, so they can make a decision efficiently and effectively. In addition, she wanted to ensure Market Place Management always complies with fair housing laws.

### THE STRATEGY AND TACTICS

CBCAmRent customized a resident screening service for Market Place Management that tailors individual reports to Ms. Howell’s specific criteria. Now she and her colleagues know that the reports they run on each potential resident make the decision process quite easy: approve the resident, approve but require an extra security deposit or decline.

### RESULTS

Ms. Howell said the decision-making process is now simplified, thanks to CBCAmRent. “The report is customized to our specific requirements,” she said. “We can predict future rental behavior more accurately because we have a statistical picture of each applicant’s rental history, eviction information and credit and criminal records.”