

Northstar Companies

THE CLIENT

The Northstar Companies provide property management, development and construction services in central Oklahoma. They manage 13 properties in several cities, including Edmond, Norman and Oklahoma City. Stonebrook, a property located in Oklahoma City, operates 360 units of affordable housing.

THE ISSUE

Before Northstar became a CBCInnovis customer, property managers relied on a different resident screening service to provide fraud-related information. According to Property Manager Diane Michael, the service was slow, inefficient and incomprehensive.

“We needed a solid yet quick service to help us make resident screening decisions,” she said. “Specifically, we needed comprehensive identity and criminal report information because the previous service only checked criminal records within Oklahoma.”

THE OBJECTIVE

Northstar’s key objective was to ensure a thorough review of potential fraud-related information during the resident screening process. Diane said she and her colleagues needed comprehensive criminal records, credit reports and ID verification to ensure efficient and effective screening.

THE STRATEGY AND TACTICS

In 2003, the Northstar Companies implemented CBCInnovis’ Identity Cross Check Report, as well as several services from CBCAmRent: Criminal Records, Credit Reports and RentWise. Each service provides the most accurate, current and comprehensive data available.

Identity Cross Check Report simplifies the review of potential fraud-related information by isolating and summarizing information found from the Innovis database. This is helpful in authenticating the applicant and preventing fraud. It includes:

- Variations in name or address between the Innovis identification information and the applicant’s information
- Identity information for all consumers affiliated with the applicant’s Social Security Number
- Fraud alerts, active military duty alerts, OFAC alerts and messages generated from proprietary fraud processes

In addition, Identity Cross Check Report complies with the U.S. Patriot Act and Gramm-Leach Bliley Act.

The CBCAmRent services include Criminal Records, which are compiled across multiple states, Credit Reports, which are processed in an easy-to-read format within seconds; and RentWise, which provides a statistical risk assessment based on Northstar’s specific selected benchmarks.

RESULTS

Since implementing the new resident screening services, Diane and her colleagues have avoided at least two to three fraud incidents per month because now they have reliable and accurate tools to facilitate and expedite the process.

“Identity Cross Check, in particular, helps us deal with applicants who have several aliases,” she explained. “Now we have access to critical fraud-related information that applicants don’t want property managers to know about. On the flipside, the CBCAmRent Reports often help us find good long-term residents because we are able to view where they have lived in the past and for how long.”

Diane said the number of evictions has decreased more than 50 percent since implementation. “We used to evict four to five residents each year. Now it’s down to one or two per year. These services help us convert qualified applicants into residents, while reducing skips and evictions.”

“Now we have access to critical fraud-related information that applicants don’t want property managers to know about.”

Diane Michael
Property Manager
Northstar Companies