

Roger C. Perry & Co.

THE CLIENT

Roger C. Perry & Co. is a property management company located in Columbus, Ohio that includes nearly 2,000 units of conventional housing. Rebecca Perry Damsen has worked for the company since 1995 and has been a member of CBCAmRent since 1973.

THE ISSUE

When Roger C. Perry & Co. joined CBCAmRent more than 32 years ago, they wanted an excellent resident screening service that provides quick, reliable reports, plus superb customer service. According to Ms. Damsen, the only thing that has changed since then is her ability to screen potential residents. Now it's even better.

THE OBJECTIVE

Ms. Damsen's main objective is to rent apartments to people who are able to pay their rent on time and won't cause undue problems for other residents. By using CBCAmRent's customized resident screening services, she and her colleagues have the most reliable and up-to-the-minute information they need to make solid decisions.

THE STRATEGY AND TACTICS

Her account executive at CBCAmRent routinely customizes services that provide extensive credit summaries, nationwide criminal and sex offender reports, social security fraud alert, rental record and eviction information, and a public records search.

Recently, she and her colleagues began using RentWise, a powerful point-of-sale risk assessment tool that helps them predict rental behavior more accurately. RentWise provides a statistical picture of

an applicant's rental behavior, enabling property management companies to make accurate rental decisions that expand their portfolio of dependable residents, reduce financial losses from skips, evictions, and collections accounts, and comply with the Fair Housing Act.

Another screening tool that Roger C. Perry & Co. uses is Rental Xchange. This is the nation's largest and most comprehensive collection of rental data contributed by property owners from communities both large and small. Rental Xchange also helps rid the industry of skips and evicted debtors.

RESULTS

CBCAmRent provides an efficient and effective resident screening process for Roger C. Perry & Co. In fact, it's so effective that it helps Ms. Damsen and her colleagues avoid potential problems.

A recent CBCAmRent report showed that a potential resident had a stellar credit history. That same report, however, detailed his armed robbery conviction 20 years earlier. As it turned out, he had just been released from jail, where he had built up a great credit rating. Because he had committed a violent felony, Roger C. Perry & Co. automatically dismissed him as a prospective resident. Without AmRent's criminal report, this applicant might have slipped in.

"We have always found CBCAmRent's products to be helpful and reliable, and the company's crew is well-trained and very responsive," Ms. Damsen said. "Even when we began working with a new representative, we found him to be just as great and helpful."

"If for some reason we need to alter the way we screen potential residents, we know that CBCAmRent's software allows us to set up our own criteria to best suit the market and adhere to fair housing rules."

Rebecca Perry Damsen
Vice President
Roger C. Perry & Co.