

RentGrow Case Study **BRG Apartments**



RentGrow Helps BRG Apartments to Improve Fair Housing Compliance and Achieve Superior Applicant Screening Results

The Client

BRG Apartments manages nearly 7,000 apartment units throughout Greater Cincinnati and Northern Kentucky. BRG's portfolio spans more than thirty locations and continues to develop within this market.

The Issue

Prior to implementing RentGrow, BRG received raw credit reports and criminal records, resulting in a time-consuming process where BRG's staff would manually calculate each applicant's qualifications relative to BRG's acceptance standards. Additionally, BRG needed controls in place to ensure that screening criteria were being applied consistently and accurately.

The Objective

BRG sought a resident screening provider with the expertise and experience to transform its labor-intensive process into a more efficient, technology-driven solution system. BRG's resident screening system needed to streamline their application decision-making process, enforce consistent screening procedures in accordance with Fair Housing guidelines, and deliver highly reliable results.

The RentGrow Solution

BRG partnered with RentGrow to implement a new applicant screening process portfolio-wide. RentGrow's automated scoring model blends BRG's specific screening criteria with RentGrow's proprietary technology to consistently supply clear and actionable applicant rental decisions to the end-user. BRG's leasing staff no longer spends hours manually reviewing reports and scoring each application. BRG took advantage of the customizability of RentGrow's software, and applied user permissions to display or suppress applicant credit and criminal files for different levels of users. Furthermore, the sophistication of RentGrow's scoring model gave BRG the opportunity to increase their acceptance rates by accurately identifying more qualified applicants than previously possible. "RentGrow took the time to understand our unique processes and needs, and helped us make a seamless transition from a manual to an automated applicant scoring model," says Bruce Hellman, President of BRG. "Additionally, integrating RentGrow Resident Screening with Yardi Voyager streamlines our leasing workflow and ensures a reliable, well-documented applicant screening process."

The Outcome

BRG now has a turn-key, consistent applicant screening solution to help them comply with Fair Housing regulations. RentGrow's integration with Yardi Voyager enforces a uniform screening workflow by controlling and documenting each stage of the process in a centralized location. BRG's properties can now automate applicant screening directly from their property management software and receive a fast, reliable applicant decision. The company has gained tremendous time savings by eliminating hand-scoring, manual review and duplicate data entry in several stages of the applicant screening process. "Since partnering with RentGrow, we now have stronger controls in place to reduce risk and ensure compliant screening procedures," says Bob Kohlman, Vice President of BRG. "Furthermore, our leasing staff is freed up to focus on other tasks, and we are more effectively and efficiently identifying qualified applicants."

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*Bruce Hellman
President
BRG Apartments*

