

RentGrow Account Management Uses Screening Analytics to Help Shelter Group Improve their Business

The S H E L T E R Group

The Client

With over 30 years of experience in property development, acquisition and management, The Shelter Group is a respected industry leader in affordable and senior housing programs. Headquartered in Baltimore Maryland, Shelter manages approximately 5,500 units in 48 communities throughout Maryland, Virginia, Delaware, Georgia and Pennsylvania.

The Issue

The Shelter Group needed better insight into applicant screening performance to accurately calculate the impact of screening criteria adjustments.

The Objective

The Shelter Group sought a screening platform with superior analytics, and an account manager that would analyze and boil down their data to help Shelter make better business decisions.

The RentGrow Solution

The Shelter Group selected RentGrow and worked with their account manager to define and implement a series of analytics reports. On a quarterly basis, RentGrow provides a screening account review, including a clear summary of key points, trends, and areas of concern for Shelter's entire portfolio, stimulating valuable discussion about areas for improvement. Their account manager also provides ad hoc reporting when Shelter wants to understand the impact of adjusting a property's individual screening factors, such as rent/income requirements or credit screening parameters. "We were considering reducing the timeframe of scored applicant credit history, but were concerned about accepting too many high risk applicants. Our account manager conducted a thorough analysis of our applicant pool data, and determined this adjustment would allow us to increase acceptance rates without a substantial increase in risk," says Cheryl Taylor, Shelter's Regional Vice President.

The Outcome

RentGrow's ongoing analytics and account reviews enable Shelter to make more informed criteria adjustments and optimize screening criteria on a property and portfolio basis. With quantifiable insight into applicant screening performance, Shelter can proactively adapt their screening criteria to get the most from their applicant pool. "Anyone can provide screening reports, but our RentGrow account manager understands Shelter's business, and helps us apply analytics to make smart decisions and improve our performance," says Diane Edwards, Shelter's Vice President of Operations.

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*Diane Edwards
Vice President of Operations
The Shelter Group*

