

**SCREENING AND RISK MANAGEMENT FOR  
THE MULTIFAMILY HOUSING INDUSTRY**



**Overview and Capabilities**

Resident Screening

Renters Insurance

Employment Screening

Property Performance Analytics





*“First Advantage SafeRent has provided us with a superior resident scoring model. Because RegistrySCOREX is the only model to include landlord-tenant court records, it clearly is the best tool we have ever used.”*

Geoffrey Ogden  
Director of Residential Financial Services, Southern Management

*“Your company’s commitment to excellence in customer service is exemplary. I can think of numerous times during the testing and deployment phase of our relationship when your representatives cheerfully and promptly answered all our questions and concerns.”*

Stephen Baumgartner  
IT Director, David Drye Company

## Your Partner For **BETTER** Residents, Better Employees, And A Better Bottom Line

Multifamily housing is a decision-intensive business with significant risk potential. Every day, you have to make leasing and hiring decisions. Every day, you have to make decisions about the future of your community. And every day, you have to proactively manage the risks posed to your property and your finances.

First Advantage SafeRent, Inc.®, helps you make sound decisions and control your risks. We bring you an integrated suite of decision-making tools that help you select the best residents, the best employees, even the best properties. We help protect you from residents who don't pay and residents who negligently damage your property. And we provide unique operational insights into the key performance measures of your communities to help you make the decisions that will bring you closer to your business goals.

We're there to help with your decisions. We're there to help protect your interests. We're there to help you make your communities as profitable as possible.

With a nationwide network of multifamily professionals, First Advantage SafeRent is wherever you need us to be with the data, the decisions, the tools and services to enhance your success and your peace of mind.

*Whenever And Wherever You Need Us – We're There For You.*



## A **WEALTH** Of Integrated Services Designed To Support Profitable Multifamily Operations



*First Advantage SafeRent's suite of on-demand Management Reports provides vital insight for management decision-making – from leasing decision points and consistency of screening practices to advertising and marketing referral sources – all at no additional charge.*

First Advantage SafeRent's mission is to manage risk and maximize profitability for multifamily property owners and managers. Whether you're looking for the best residents, the best employees, to control property damage expenses, or to get the most accurate assessment of your property's performance, count on First Advantage SafeRent for fast on-line access, responsive service, and industry-leading quality.

### Resident Screening

First Advantage SafeRent is the nation's leading and most innovative resident screening provider. No one else gives property owners and managers access to such vital data and predictive tools that make leasing decisions easier, faster, and more effective.

### Renters Insurance

Residents make mistakes. Now you don't have to pay for them. RegistryTLC<sup>\*</sup> offers a turnkey resident liability insurance program that makes 100% enrollment a realistic goal. It's practically effortless for your leasing professionals, desirable and affordable for your residents, and a big plus for your bottom line.

### Employment Screening

First Advantage SafeRent leverages the vast data resources and advanced analysis and screening technology of our parent company, First Advantage Corporation, to help evaluate your prospective employees and offers some of the nation's leading drug-free hiring and workplace services.

### Property Performance Analytics

Property Performance Analytics is an exclusive First Advantage SafeRent service that provides unparalleled insight into community operations and the quality of a property's cash flow. It uses our own proprietary models and the most current resident and property trade area data to create an accurate, forward-looking assessment of a property's true risks and true potential.

***First Advantage SafeRent Sets The Industry Standard For Service, Innovation, And Ease-Of-Use.***

## PROPERTY PERFORMANCE ANALYTICS

### 20/20 Vision For Multifamily Property Performance

The key to accurate evaluation of a multifamily property is accurate evaluation of the residents – because nothing has a greater impact on future cash flow than the quality of the residents and their leases. Property Performance Analytics is the only tool that analyzes lease-level data to provide a forward-looking analysis of overall resident risk, rent and deposit trends, income distribution, and lease tenure at the property – all factors that impact financial performance and Net Operating Income. Property Performance Analytics provides property owners, managers, investors, lenders, underwriters, and advisors with an unprecedented view of a property’s true performance, risk exposure, and potential.

#### A Forward-Looking View Of Real Risks And Real Potential

Unlike typical, historical-based due diligence tools or methodologies, Property Performance Analytics gives a forward-looking view of many key factors that impact future property performance – emphasizing, first and foremost, the likelihood of residents to pay on time and honor their lease obligation. Property Performance Analytics uses new, current credit data; our own proprietary, statistically derived scoring model; and actual property trade area data to deliver an accurate, benchmarked property risk and performance evaluation.

#### A Comprehensive Picture Of Property Performance

Property Performance Analytics analyzes a number of key metrics to provide a realistic perspective on resident risk and market potential. The most current data available and our own advanced technology are used to create a range of performance reports, including:

##### Community Risk Assessment

- > **Real-Time Resident Quality Assessment** based on current credit data.
- > **Loss Exposure Estimate** projecting skips, evictions, and defaults for the next 12 months.
- > **Lease Analysis** with trends for rents, deposits, and inventory, compared to other similar properties in the trade area.

Only First Advantage SafeRent can combine proven, results-based statistical scoring with its unsurpassed market presence to deliver accurate, benchmarked property risk assessment data. Property Performance Analytics is an indispensable tool for evaluating a multifamily property investment, validating the sale price of a property, or determining profit-enhancing opportunities.



*Property Performance Analytics uses current data to provide an unprecedented, forward-looking view of a property’s true risks and potential.*

## RESIDENT SCREENING

# Unparalleled Data Resources And Technology To Give You Confidence In Every Applicant Decision

### Superior Data And Screening Technology For Superior Decisions

Any decision is only as good as the data behind it. First Advantage SafeRent connects you with the most accurate and up-to-date information, including our substantial database of landlord-tenant records. Our data records of past renter performance are the single most important predictor of future resident behavior. But good data alone doesn't guarantee good decisions. First Advantage SafeRent's advanced technology models are statistically validated based on facts, not intuition or so-called "expert" solutions, ensuring a degree of consistency and reliability unmatched in the industry.

### Decision-Making Made Easy

When it comes down to a leasing professional sitting across the desk from an applicant, what matters most is that the decision is not just accurate, but also quick and easy. Whatever First Advantage SafeRent decision or information services you choose to use, you'll find the same simple data entry process (that eliminates re-entry of information), rapid turnaround, and clear, concise results that eliminate the need for judgment calls by your leasing professionals.

### Outstanding Support – We're There When You Need Us

Our experts partner with you to design a screening program that addresses both your occupancy goals and risk tolerance. And we continue to work with you as your needs change. With 40 offices nationwide, our professionals are in touch with your local community and are there to respond when you need them.

### The Bottom Line Is The Bottom Line

At the end of the day, First Advantage SafeRent resident screening has one objective: to make sure your leasing decisions make the greatest possible contribution to your bottom line. Our goal is to deliver decisions that successfully support your business proposition and help you manage more efficiently and profitably. Our full suite of Management Reports – the most comprehensive of any screening service – gives you the tools to see how we're doing and how you're doing. So you'll know your decisions aren't just easy, but profitable as well.

### Confidence In The Data, The Model, And The Decision



*First Advantage SafeRent gives you confidence that the information you're getting about your applicants is accurate. Confidence that your decisions are consistent and Fair Housing compliant. Confidence that you're making the right decisions for your bottom line.*

## *Everything You Need For Effective Resident Screening, All Just A Mouse Click Away*

**RegistryINSIGHT.<sup>SM</sup>** Our core product bundle is the most comprehensive leasing decision service in the multifamily housing industry, combining essential screening services into one easy-to-use, effective tool. It's simply the most complete picture you can get of potential residents.

**RegistrySCOREX.<sup>SM</sup>** The industry's only results-based statistical scoring model that includes substantial landlord-tenant records. RegistrySCOREX analyzes multiple data sources to deliver an accept/decline/conditional decision based on your predetermined decision points.

**National RegistryCHECK.<sup>SM</sup>** First Advantage SafeRent's substantial database of landlord-tenant records and lease performance histories reported by property managers nationwide. Experience shows that past lease performance is the single most important predictor of future resident behavior.

**AppALERT.** Terrorists and fugitives from the law most often seek refuge in rental housing. AppALERT advises you if an applicant matches "wanted" database records from more than a dozen federal agencies including the FBI, Office of Foreign Assets Control, Department of Justice, Drug Enforcement Administration, and others, as well as state and local wanted fugitives lists.

**Criminal Search Services.** Vital protection for your community. Criminal Search Services uncover felony, misdemeanor and sex offender records, and are available on a multi-state, statewide, and/or single county basis.

**TenantTRAK.<sup>SM</sup>** Three optional services to help improve collections, prevent skips, and track down residents who left owing you money.

**Consumer Credit Reports.** Get a view of your applicant's credit history from the nation's leading credit bureaus, clearly formatted for quick review.

**Business Credit Reports.** Invaluable if your applicant owns or runs a business or if a business is responsible for the rental payment. The business credit report examines the records of millions of businesses nationwide and advises you of their financial performance.



*Our goal is to deliver decisions that help you manage more efficiently – and profitably.*

## RENTERS INSURANCE

### Don't Let Resident Negligence Undermine Your Profitability

#### RegistryTLC Renters Insurance

Resident-caused damage often leads to financial hardships for apartment residents and the property. Traditional renters insurance programs are difficult to implement resulting in low resident participation – typically less than 20%. RegistryTLC enables you to achieve 100% resident participation lowering your repair costs, saving time and improving profitability.

#### Innovative Programs Designed For High Resident Participation

RegistryTLC offers three unique programs designed to increase renters insurance participation rates with minimal involvement from your leasing team:

**Renters Advantage Policy** – this resident liability insurance program has the industry's easiest enrollment process, is simple to maintain and enforce, and provides extensive control.

**Community Blanket Policy** – a unique property insurance policy that covers the apartment community against resident-caused property damage due to specified perils.

**Renters Insurance Select** - a full renters insurance policy including resident liability & contents coverage. Residents are automatically accepted and enrollment and payment are handled through a secure website.

#### Easy Implementation, Simple Process

Effective, simple implementation is the key to full resident participation and real bottom-line results. No other program provides such a strong focus on implementation along with the track record to make it happen:

- > Resident-oriented brochures, website, and fact sheets
- > Education materials and on-site training for leasing and maintenance teams
- > Outstanding customer and resident service nationwide
- > Account management support including marketing plans, results monitoring, and executive reviews

#### A Century Of Experience From A Trusted Source

RegistryTLC is a product of First American Property & Casualty Insurance Company, admitted in 49 states and the District of Columbia. First American Property & Casualty is rated "A" (Excellent) by A.M. Best. RegistryTLC is only offered through the Multifamily Community Insurance Agency, Inc., an agency of First Advantage SafeRent.



*With RegistryTLC, everybody wins. You plug a profit leak and help your residents avoid that one mistake that could potentially jeopardize their financial future.*

## EMPLOYMENT SCREENING

### Quickly Spot The Best Employees For Your Property

In any kind of economy, hiring is a competitive exercise. Outstanding prospects can always find a good job. Success depends on being able to quickly identify the best prospects for your positions before they get away and leave you only with second choices. And in the multifamily industry, making sure that you're hiring honest, trustworthy individuals is critical for the safety of your community and to control your liability.

Whether for residents or employees, no one focuses more resources on your screening needs than First Advantage SafeRent. Our First Advantage affiliates streamline your hiring process using the most advanced technology resources in the industry. And our flexible search services meet your hiring objectives at all job levels. You'll be able to quickly and accurately identify the prospects you want to pursue and save time by quickly eliminating those you don't. And you'll be more confident knowing you're not hiring someone whose background or track record could pose a threat to your community.

#### Our Tiered Screening Process Delivers Maximum Hiring Efficiency

Our employee screening professionals work with you to create a program that matches your hiring philosophy and process, from what types of data you need to when you need it. The resulting program is executed on a day-to-day basis through our state-of-the-art data gathering and reporting technology. It's simply the fastest, most efficient hiring process available.

#### Helping You Keep Your Workplace Drug-Free

A drug-free workplace is your right and responsibility, and, with one in ten employees having a substance abuse problem, an ongoing challenge. First Advantage SafeRent can provide you with a specialized program that meets the requirements of your business and workforce. Working together we offer you the guidance, data, and systems you need to track and enforce drug-free workplace policy compliance.



*Potential superstar? Or potential headache? First Advantage SafeRent helps you identify your best staffing prospects quickly and easily.*



## ABOUT FIRST ADVANTAGE SAFERENT

### It's An Easy Decision

First Advantage SafeRent is the nation's leading and most innovative provider of screening and risk management services to the multifamily housing industry. Through its corporate offices in Rockville, Maryland, and 40 support offices nationwide, First Advantage SafeRent offers you a single source for resident screening services, property performance evaluation tools, renters insurance, and employment screening.

More than 39,000 properties rely on First Advantage SafeRent every day to help them achieve maximum occupancy with the highest quality residents. First Advantage SafeRent leads the industry in innovations and enhancements designed to make your decision process faster, easier, and more accurate.

First Advantage SafeRent is part of First Advantage Corporation (NASDAQ: FADV), a leading provider of global risk mitigation and enterprise and consumer screening services. First Advantage is committed to delivering best-of-class technology, talent, and services to provide you with the highest quality information you need to make timely, informed decisions for the security of your business.

*Proven Experience — Two Decades And More Than  
39,000 Properties*



To learn more about First Advantage SafeRent and how we can help make your communities safer and more profitable, please call 800.999.0350.

*“With Property Performance Analytics, we’ve gained unique insight into our community’s forward-looking risk exposure. First Advantage SafeRent has given us the ability to trend and benchmark key performance metrics against our competitive submarket which is invaluable in guiding our strategic direction.”*

David Olney  
President, Berkshire Realty Holdings, L.P.

## ABOUT FIRST ADVANTAGE SAFERENT

First Advantage SafeRent is the nation's leading and most innovative provider of screening and risk management services exclusively designed for the multifamily housing industry.

- > Resident Screening
- > Renters Insurance
- > Employment Screening
- > Property Performance Analytics

First Advantage SafeRent products are supported by a nationwide network of expert service representatives who partner with you to create effective solutions for your multifamily communities.

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## ABOUT FIRST ADVANTAGE

Our parent company, First Advantage, one of the country's leading risk mitigation and business solutions providers, is soaring even higher. By bringing together the best of the best in their industries under one name, First Advantage is focused on building the strongest multi-source solutions company for today's businesses. Our vision is to empower business decision-makers by delivering timely, quality, decisionable information using our collective expertise, innovative tools, and progressive technology.

Further information about First Advantage's scope of services may be found at [www.FADV.com](http://www.FADV.com).



7300 Westmore Road, Suite 3  
Rockville, MD 20850-5223  
TEL 301.881.3400  
TOLL FREE 800.999.0350

[WWW.FADVSAFERENT.COM](http://WWW.FADVSAFERENT.COM)



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