

**EQUIFAX®**

Multi-family solutions

Identify and approve quality renters quickly and efficiently

With over 44 million households currently renting in the U.S*, property managers need solutions to help identify and approve quality renters quickly and efficiently. Industry experts predict rental demand will climb over the next five years, so it is as important as ever for property managers to know to whom they are renting so they can assess ability to pay, protect themselves from fraud, and reduce risk of costly evictions. Equifax delivers speed, security and confidence through a comprehensive suite of solutions that help address the specific needs of the rental and multi-family industry.

Key benefits to help property managers:

- Protect against identity fraud
- Reduce application friction
- Improve screening processes
- Mitigate risk

Customizable solutions suite



Consumer Credit

Consumer Reports from Equifax deliver predictive consumer data to support more profitable decisions, help mitigate risk and maximize growth opportunities.



Income and Employment Verification

The income and employment verification solution from Equifax is designed to help verify a potential renter's employment and income through The Work Number®.



Digital Identity Authentication and Fraud Prevention

Through a layered approach, property managers can vet applicants properly, accurately and thoroughly at the first point of contact to develop a baseline for subsequent interactions with that consumer.



Compliance

Help prevent costly fines, reduce reputational risk in the marketplace and Streamline due diligence efforts with additional checks including.

Consumer credit

Consumer Reports from Equifax deliver predictive consumer data to support more profitable decisions, help mitigate risk and maximize growth opportunities. Equifax follows carefully documented, managed and executed processes in order to quickly upload the freshest, most consistent and accurate consumer credit information.

Equifax provides complete access to soft inquiries for the multi-family industry. Soft inquiries are credit checks that are typically only visible to the consumer and are not used to calculate credit scores, providing property managers with the consumer information they need without impacting an applicant's credit score. Build trust with your applicants by affirming your interest in their financial health.

Income and employment verification

The income and employment verification solution from Equifax is designed to help verify a potential renter's employment and income through **The Work Number®** — a platform containing more than 114 million payroll records contributed by more than 1 million employers nationwide. Income and employment tenure data from The Work Number can be used to help provide a broader picture of credit-worthiness and ability to pay of the applicant for property managers

- Payroll data supplied directly from employers and updated each pay period.
- Data may include employment status, rate of pay, pay frequency, calculated annual income, year to date and previous annual income summary.
- Real time income and employment information can also help determine eligibility for valuable **Social Service** and affordable housing benefits.

Digital identity authentication and fraud prevention

To fight fraud effectively without disrupting the consumer's experience, property managers must change how they approach validating a consumer's identity and minimizing their fraud risk. Through a layered approach, property managers can vet applicants properly, accurately and thoroughly at the first point of contact to develop a baseline for subsequent interactions with that consumer. Getting the consumer's identity right the first time improves the overall experience and provides dual protection for both the property manager and the consumer. Valuable solutions include:

- **Digital Identity Trust**
Verify consumer identity information is legitimate using phone number, email, address and mobile device.
- **Document Verification**
Increase confidence in the consumer's identity through a multi-level digital approach and verify documents in real time.
- **InstaTouch® ID**
Verify a renter's identity and pre-fill the consumers information quickly and confidently through a simple authentication check via a mobile device.
- **Secure Multi-factor Authentication (MFA)**
Determine the authenticity of an end-user and that they are who they claim to be by using multiple credentials, such as phone number and SIM card for multi-factor authentication.
- **Synthetic ID Alerts**
Leverage AI algorithms and modeling that build holistic profiles to unmask synthetic identities before consumer data is compromised.



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Compliance

Our customizable fraud and compliance suite provides multi-sourced data and configurable regulatory and risk services to help identify individuals and entities associated with money laundering, terrorism financing, white collar crime and other unusual activities in support of your **Know Your Customer (KYC)** and **Anti-Money Laundering (AML)** compliance efforts. Help prevent costly fines, reduce reputational risk in the marketplace and streamline due diligence efforts with additional checks including, but not limited to:

- **Adverse Media (negative news)**

Leverage numerous aggregated global publications (periodicals, magazines, newspapers, TV/radio transcripts, government press releases, etc.) that are updated daily – covering adverse media and regulatory enforcements such as SEC, FINRA, FINTRAC, DEA, FBI, etc.

- **OFAC Alert**

Efficiently and effectively screen both new and existing accounts in less time and using fewer resources, OFAC Alert compares new accounts to government listings of Specially Designated Nationals, Blocked Persons and Blocked Entities before opening accounts or conducting transactions.

Help prevent costly fines, reduce reputational risk in the marketplace and streamline due diligence efforts with additional checks.

equifax.com/multi-family

* <https://ipropertymanagement.com/research/renters-vs-homeowners-statistics>