




Shining Light ON THE CREDIT INVISIBLE MARKET

Housing shortages within metropolitan areas have created an affordability gap, and as real estate prices continue to rise in markets across the U.S., more consumers are turning to the rental market to meet their housing needs.

Market

- 1  **Real estate value increases** are far outpacing wage increases 
- 2  **Increasingly, Millennials** (as well as empty nesters and retirees alike) **prefer to live in urban areas**
- 3  **Millennial consumers often have non-traditional credit histories** as they work to establish themselves professionally
- 4  **The rise of the "Gig Economy"** which is often characterized by temporary positions and organizations contracting with independent workers for short-term engagements

77% of all property managers report issues with thin credit reports¹

Credit

Invisibles



WHO ARE THEY



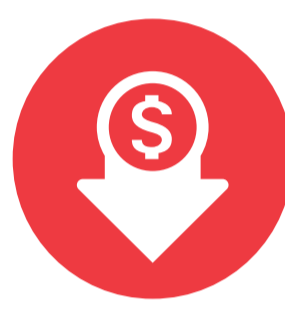
Millennials

- Now make up the majority of the American workforce²
- As a group, tend to delay or avoid taking on debt
- Non-traditional career paths following the recession ("Gig Economy")



Mass Affluent and Debt-Free Consumers

- Established households that intentionally avoid debt
- Astute money managers committed to financial wellness
- Value the privacy that using cash affords



Lower Income Consumers

- May be employed full-time, but below salary levels to qualify for credit cards, additional sources of credit, etc.
- Typically have established demand deposit account (DDA) banking histories



Recent Legal Immigrants

- Often no credit history available from country of origin
- High representation in medicine, academia, and technology industries



As a result, some creditworthy thin file consumers do not get rates and terms commensurate with their creditworthiness.



55% of property managers require larger deposit¹



48% require a co-signer¹



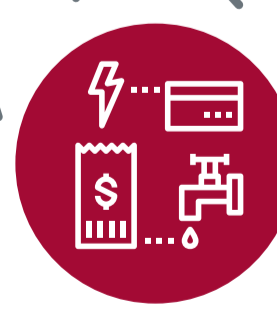
Leveraging Alternative Data to Serve Thin File Consumers



Income Data



Employment Data



Communications and Utility Payment History Data

Room for Improvement

"Thin or limited credit histories" is cited as the #2 pain point for property managers across the board, yet only

31% OF PROPERTY MANAGERS

currently leverage employment and/or income data to evaluate potential renters.¹

¹ Blotkamp, Walter (March 2018). Property Manager and Landlord Tenant Application Information Gaps. MMR Research commissioned by Equifax. Retrieved from MMR qualitative and quantitative property manager research.

² Frey, Richard (April 11, 2018). Millennials are the largest generation in the U.S. labor force. Retrieved from <http://www.pewresearch.org/fact-tank/2018/04/11/millennials-largest-generation-us-labor-force/>