AMP Insights

Better assess the value of apartment buildings and multi-family properties by gaining greater visibility into the tenants and their ability to pay

Managing commercial real estate risk requires a foundational understanding of tenant creditworthiness, and without access to accurate and current data, predicting delinquencies and defaults becomes a guessing game. This is even more important in managing and assessing the financial health of apartment building and multi-family properties in your portfolio.

Make informed decisions before investing
The more informed you are as an investor, the better equipped you are to make the right investment decisions. As a global data, analytics and technology company, Equifax can help play an essential role in your investment process.

Our unique blend of differentiated data, analytics, and technology lets us create the insights that power the decisions to invest, where to invest, and how much to invest. Businesses and investors work with Equifax to help in a variety of areas, including:

In 2022, there were **19.95 million rental properties** in the United States containing **48.2M rental units.**[1]

Mitigate Risk

Evaluate the risk profile of tenants and the surrounding market before investing

Assess Market Potential

Evaluate property values, household income, affluence and spending power, and area businesses to find new growth and investment opportunities

Validate Value

Confirm valuation and cash flow estimates for buying and selling decisions

Match Concept to Area

Knowing the people and area better to match the concept or brand that will work best and maximize potential

"It's not enough to assume an investment property or building will perform or not perform based simply on vacancy rates. **With almost 5.1M households behind on rent**[2], it's just as important to know more about the tenants/renters as it is the property itself before making the investment decision."

[2] National Equity Atlas, April 26-May 8, 2023

AMP Insights

AMP Insights from Equifax is a packaged solution that offers a "look within the walls" of apartments and multifamily properties. It brings together tenant, property and market data in one convenient solution for easier analysis. Gain a deeper understanding of renter ability to pay and financial durability, property size and value, and comparable properties nearby and in similar markets.

Armed with this information, investors and businesses can better assess the value of their commercial real estate investments, identify market potential and growth opportunities, mitigate risk, and realize return on investments faster.

Insights available via AMP Insights

Renter / Tenant (average across renters / tenants)	Property (overview of the building)	Market (surrounding area)
• Credit score • Tenant estimated income • Spending power • Affluence index • Financial durability • Household size • Head of household age • Households with kids	• Property name and address • Number of building and number of units • Property size and building square footage • Location type • Building owner • Building assessed value	• Household income • Number of households • Population • Businesses in the area

Check out equifax.com/business to learn more.

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