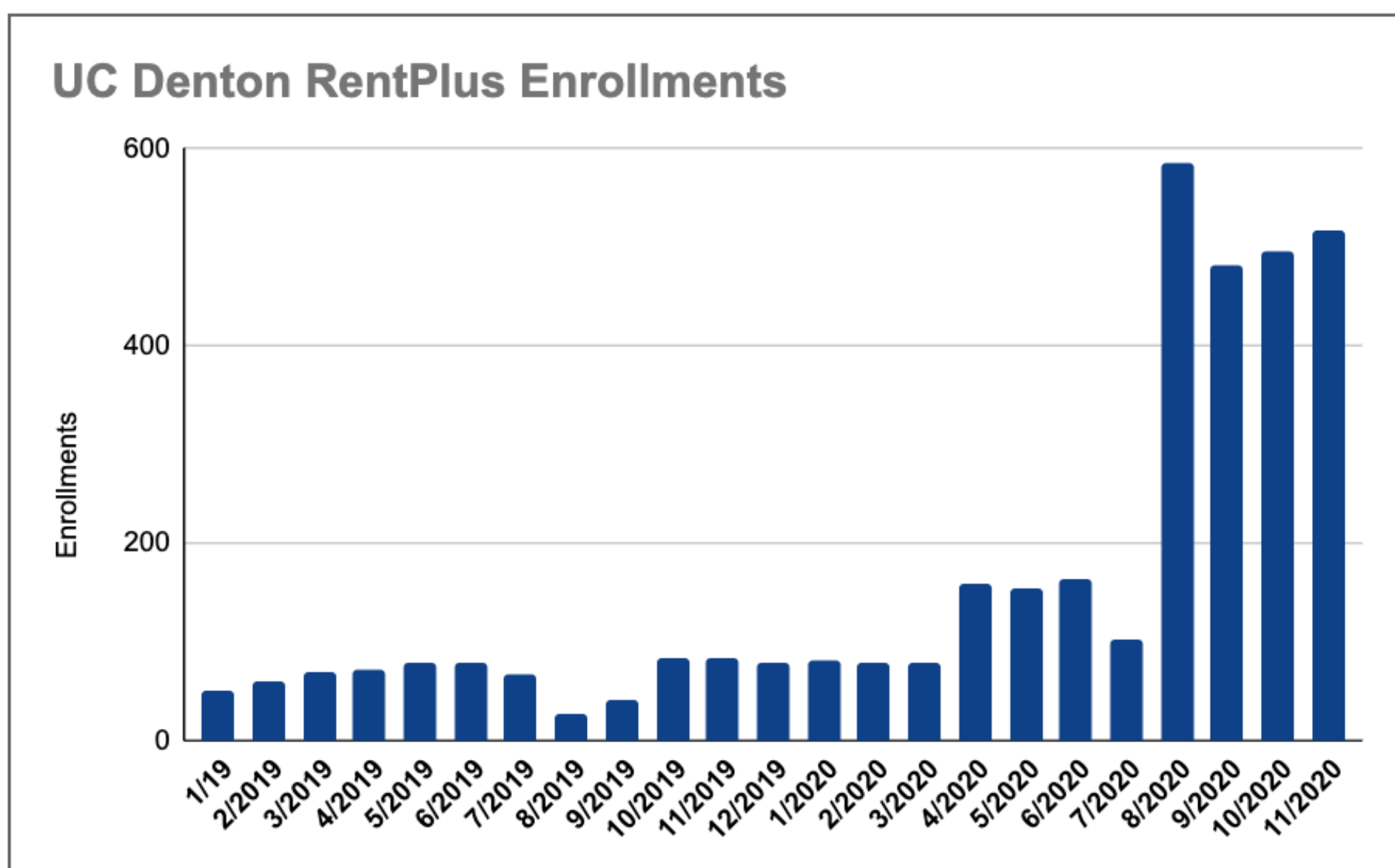


# BUILDING CREDIT TOGETHER

## WHY RENTPLUS?

Horizon Realty Advisors turned to RentPlus for an innovative way to add ancillary income while adding a differentiating service for their student residents. RentPlus combines reporting positive rent & utility payments with leading budgeting, financial education tools, and fraud protection. UC Denton originally started by inviting residents to participate but converted into auto-enrolling residents and giving them the option to opt-out at any time, in time for student turn in August 2020. Even in the midst of a pandemic, UC Denton had over 500 residents participate in the RentPlus program.



## Q&A WITH HORIZON

**JESSICA SMITH**  
COMMUNITY DIRECTOR

**Q:** How was switching from opt-in to auto-enroll?

**A:** Having the auto-enroll model has definitely been great for us financially and from a management perspective. I think that [Rentplus] is something so small and can't hurt [students] in any way. We even have a handful of guarantors that have signed up for it. When it was an add-on it was harder for my leasing agents, but when it's auto-enroll and residents are told upfront in their tour that it's part of their cost and that they can exclude [themselves] if [they] want to, they usually don't have any more questions.

**Q:** Have you had any feedback from residents about the monthly fee being too much?

**A:** No. I think they either keep it or they opt-out. No one has complained about the cost.

**CLINT CUNNINGHAM**  
VP ANCILLARY SERVICES

**Q:** How do questions about adding RentPlus go with new ownership groups?

**A:** Owners are really thrilled with it. Often times, our secondary charges are justified, but are not always the easiest sell to residents. This is something that we're able to accomplish on our end (grow other income) while also providing a service to the resident that they find valuable and is an easy sale. I didn't foresee that [Rentplus] would be where it is right now, but as far along as we are, I don't see that we have capped the potential, which is great because it far exceeds my initial guess on what we would have gotten out of this 2 ½ years ago. It's been very, very positive.

## DO STUDENTS REALLY BENEFIT?

- Over 80% of college freshmen are "credit invisible" or have no credit score.
- Students that have no credit can see their scores increase to 650 when using RentPlus for 2 years
- Utilizing a program like RentPlus is one of the safest and easiest ways for students to establish their credit profile.

### RENTPLUS STUDENT IMPACT

UNSCOREABLE	+ 676
DEEP SUBPRIME	+ 68
SUB PRIME	+ 38

\*Data courtesy of TransUnion.