

# Olympus Property Class A Communities Transform Credit for Gen Z Renters with RentPlus



“What we’re seeing now is about 25% of our renters are actually Gen Z; they might not have terrible credit, but they might not have a long history of credit at all. It’s so hard to build credit coming into adult life. RentPlus offers a much easier way for them to go ahead and start building that history.”

Olympus Property lives by the standard that residents are not only their customers but also their neighbors. Making a positive impact is an integral part of the culture they strive to extend to their communities. The Olympus leadership team saw RentPlus as a key entry to delivering socially responsible initiatives to their residents. After piloting select properties in Utah, the incredible impact RentPlus brought forth was undeniable, so they haven’t looked back ever since.

**13k +**  
Residents opted in

**8.7%**  
Residents went  
from unscorable  
to scorable

**82 pt  
average**  
credit lift after first  
year with RentPlus

## Implementation at the flip of a switch

From the operator side, Olympus loved the fact that RentPlus enrollment automatically opted in residents. With onsite teams being so busy on a day-to-day basis, there was no time to waste having to “sell” one more thing to their renters. With auto-enrollment, residents still are granted the option to opt-out at any time with a full refund.

## Impact on newly enrolled residents

From the most recent credit bureau data concluding program efficacy, we saw that just shy of 9% of all residents who were enrolled in the program went from unscorable to scorable credit tiers.

## Meaningful value throughout the entire resident journey

Being that RentPlus serves Class A communities entirely with Olympus Property, we wanted to hear from an executive perspective how this amenity serves to fill a niche in a demographic that might be seemingly stigmatized as already having strong credit.

Sarah Gencarella, VP of Marketing with Olympus was quick to address the fact that a growing number of tenants they see are in the Gen Z category, and still very early in their credit building life cycle. RentPlus specifically

“When we looked at the income RentPlus would be able to provide Olympus as a whole, we saw how that ancillary revenue would really help us to achieve some of our financial goals. We extrapolated projections based on the number of units that we had and the estimated adoption rates. Offering this program to residents has proven to be more successful than we ever imagined, which again has contributed to us being able to achieve the financial goals that we have as a company.”

offers an extra advantage of ID protection services and home ownership incentives, something unique that even renters of higher credit tiers can value. Sarah explains, “Things like ID protection are not specific to a certain demographic or class of communities. Everyone should have the opportunity if they want to take advantage of improving their financial well-being if they so desire.”