LOFT

Empower your residents to build their credit



Key Industry Statistics

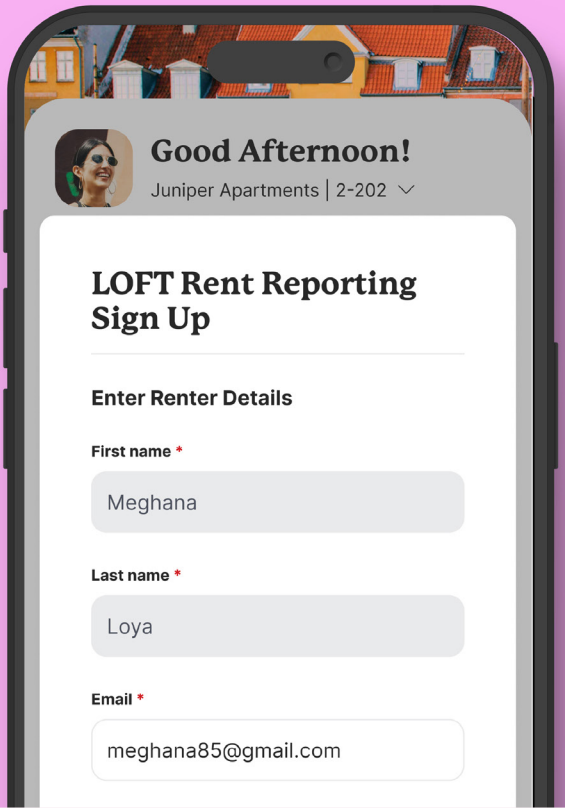
97% of renters are interested in improving their credit score.

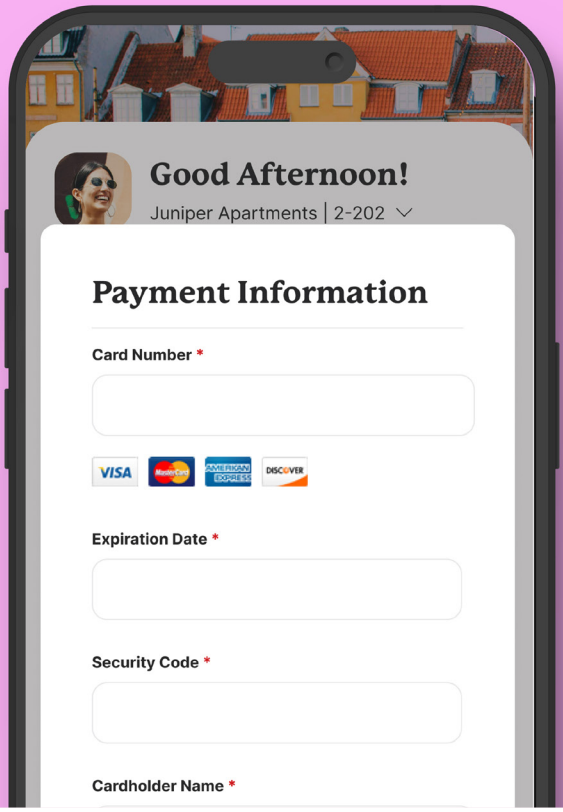
97% of renters agree that their property managers should support their financial wellness.

77% of renters struggle with poor credit.

California state law now mandates that credit reporting be offered to residents

Source: RealPage commissioned Dimensional Research, 2024





LOFT Rent Reporting

[2] Help your residents build their credit profiles with our rent reporting service. Over 60% of renters prefer apartments with this feature, leading to more on-time payments, benefiting both residents and property owners.

Source: Source: TransUnion, 2019

Enhance financial wellness and improve rent payment timeliness

Enjoy timely rent payments, a better resident experience, and increased retention. [1,2] Residents can easily enroll through LOFT, opt in or out anytime, and build their credit profile with automatic reporting to all three credit bureaus.

Client Paid

- You cover the costs with no direct fees from RealPage to the resident

Resident Paid

- RealPage bills and collects subscription fees from residents

1 This is subject to change without prior notice, but your residents' monthly rent payments will be reported to at least one of the three major bureaus during their subscription to LOFT Rent Reporting.
2 RealPage is not a credit bureau and does not have direct influence over any aspect of credit bureau consumer profiles or credit scores calculated by the bureaus. Each bureau to which we report your residents' rental payment information will determine, in its sole discretion, whether and how to use that information.

Learn more at: https://www.realpage.com/apartment-marketing/rent-reporting/

RealPage and LOFT are trademarks of RealPage, Inc., which is not affiliated with Equifax, Experian, TransUnion or the owners of any other trademarks or service marks referenced herein. These company names and any trademarks or service marks associated with them are the property of their respective owners

REALPAGE