

## CASE STUDY

# ResidentVision Changes How Property Management Companies Do Business

## COMPANY PROFILE

Sares Regis Group is a provider of comprehensive commercial and residential real estate services. Over the past 26 years, Sares Regis has expanded to over 20,000 multifamily homes throughout the western United States, while remaining committed to sustainable living. Heather Wallace, Senior Vice President with Sares Regis, is an expert on pre-development, market research, feasibility and design. She leads business development and strategic planning for the property management division for some of the most prestigious institutional owners and fund managers in the country.

## CHALLENGE

With a future focus on expanding their fee management business, Sares Regis needed an insightful way to identify and effectively scale their portfolio. The fee management landscape is

challenging and there are many options to consider when collecting information. Having access to the right data and being able to strategically leverage the metrics is crucial.

Without having advanced access to resident-level information for a prospective property, operators rely on broad market data to infer the financial health of each asset. Market and submarket information may provide useful trends of geographic locations, but they are not specific enough to gain insights on the overall financial health and future risk of a single property.

With multi-million dollar deals on the line – accuracy is critical. Limited and generic information dramatically limits the ability to identify and help determine rent tolerance, forecast turnover and project bad debt, along with other critical budget and performance factors.

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*"My entire mandate is to scale our platform. In order to do that we've made infrastructure improvements and put data at the forefront of operations"*

*-Heather Wallace, Senior Vice President with Sares Regis*



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*"If you ask me what makes TransUnion special, I'd point to your information...You have access to unique data that nobody else has access to. We want access to the financial health of the rent roll."*

-Heather Wallace

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## **SOLUTION**

Sares Regis quickly recognized that TransUnion's ResidentVision® Property Review offered unique insights to the financial health of rent rolls that could not be found elsewhere. Property Review uses insights aggregated from a credit database of more than 300 million consumers layered on top of industry intelligence on more than 14 million rental units.

The ResidentVision Property Review report aggregates resident demographic, financial and bad outcome information of a property and compares them to any five comparable properties, as well as MSA averages. TransUnion captures actual resident information (including individual's not on the lease) to provide data trends that show the trajectory of a property and its residents.

Through the use of statistical analysis, future projections of expected voluntary and involuntary turnover risk can be better understood. Long before a lease file audit is completed and based on old data that relies on rental application forms, an early and proactive view of resident demographics sets the stage for more thoughtfully crafted RFPs, more informed underwriting of developments and strategic investment decisions.

## **RESULTS**

Leveraging TransUnion's data, Sares Regis is able to provide more meaningful due diligence findings for its clients and precisely craft business plans prior to takeover, thanks to the deeper insight into the overall financial health of the rent roll. Heather continued, "The data we now have is invaluable, it gives us a lens into the financial data of a resident rent roll for a property we don't currently manage; helping us to better assess the financial strength of the property."

## **SARES REGIS IS NOW ABLE TO PROACTIVELY ANSWER IMPORTANT BUSINESS DECISIONS SUCH AS:**

- Can rents be adjusted on properties that are under managed?
- What percent of residents can we anticipate to remain in the building after an extensive renovation?
- Is our rent roll as solid as our competitors?

By uncovering hidden issues that couldn't previously be found using broader market data sets, Sares Regis can now create successful management proposals reflective of the future investment, as well as provide specific operational efforts to maximize each property's value.

## **LEARN MORE**

To learn how ResidentVision from TransUnion can work for you, Call us at **888-710-0270** or visit **transunion.com**