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Web site to aid leasing firms

Merchants Information Solutions, a Phoenix-based screening, identity theft management and credit analysis agency, recently launched a software program enabling leasing companies to analyze the viability of potential residents.

ResidentInsight is found on the Merchants Web site. The Web-based software rates the sustainability of residents and provides recommendations to leasing agencies.

The software, designed for multifamily housing firms, filters potential residents using 80 criteria. The program can be adapted to fit the needs of multiple business models.

"With ResidentInsight, property management companies now have the ability to increase rental revenue, reduce bad debt and ensure that their leasing decisions make the greatest possible contribution to the bottom line by finding the best applicants," said Russ Johnson, Merchants president and chief executive.

"Additionally, we can help them ensure better Fair Housing (Act) compliance and reduce their overall exposure to risk through a single online interface," he said.

For more: www.merchantsinfo.com.