

Lunch & Learn · Iowa · Michael Brown, CRO, Rent Butter



Resident Screening Best Practices for **Manufactured Housing**

BETTER UNDERWRITING CREATES BETTER HOUSING OPPORTUNITIES



What we'll learn today

- 01 The screening question**
What predicts successful tenancy?
- 02 Risks changing the work**
Fraud, affordability, accuracy, regulation.
- 03 A practical underwriting framework**
Identity, ability, willingness, records, policy.
- 04 How to read the evidence**
Turn signals into consistent decisions.
- 05 Apply it in your community**
Controls, documentation, and discussion.

A credit score answers a debt question— not the whole leasing question



Many workforce-housing applicants

*Use verified lease-performance signals
instead of credit scores alone*

2025 RENTAL MARKET SIGNAL:

- ✓ INDUSTRY: -10% FEWER APPLICATIONS
- ✓ -6 PT DECISION POINTS

Results our customers see:

36%

LOWER DEFAULT RATES

+

11pt

HIGHER 30-DAY COLLECTIONS

+

<5min

FASTER APPROVALS

THE SCREENING JOB IS GETTING HARDER

Which pressure shows up in your communities?

- ✓ Fraud
- ✓ Eviction cost
- ✓ Income volatility
- ✓ Thin / near-prime files
- ✓ Qualified renters lost
- ✓ Inconsistent review
- ✓ Occupancy pressure
- ⊕ *Local policy changes*



A Better Screening Lens

Evaluate leasing risk—not just credit risk.



ABILITY TO PAY

Verify income, rent burden, cash flow, balances, and payment stability.



WILLINGNESS TO PAY

Review actual payment behavior, housing history, collections, and context from the source—bank and payroll



SMARTER COMPLIANT LEASING OPERATIONS

Connected verification workflows, layered fraud protection, and built-in compliance tools support faster, more defensible leasing decisions.

Consistency is the control that improves speed and defensibility

Standardize the evidence, the thresholds, the exceptions, and the applicant communication to streamline screening operations and improve financial performance across your portfolio.

SCREENING DESIGN

- Publish Criteria
- Use lease-specific signals
- Set review bands
- Define exceptions
- One policy for every applicant

PROCESS CONTROLS

- Verify at the source
- Review complete dispositions
- Record decision reasons
- Audit outcomes
- Controls to operationalize

Case study yielded an

11

point increase in on-time payments

Fraud defense works best in layers

Verify identity; then test the financial story

IDENTITY + SOURCED INCOME INTEGRITY

Match PII, biometrics, device, and financial signals. Escalate mismatches instead of trusting one artifact.

FINANCIAL CONSISTENCY

Compare reported income with verified income, employment sources, balance trends, and rent burden.



MILLION FTC 2024 REPORTS

6.5
fraud, identity theft +
other

Broader evidence, consistent standards

Lease-performance evidence can reveal qualified applicants a thin or near-prime file may hide.

A complete review should test:

- ✓ Actual cash flow & income consistency
- ✓ Verified rent-to-income ratio
- ✓ Balance & deposit trends
- ✓ Month-over-month payment behavior
- ✓ Visibility beyond thin-file limitations
- ✓ Fraud signals & PII validation

Five layers make a screening decision more reliable





Iowa Legal Lens

Use counsel-approved criteria; these highlights are educational, not legal advice



CHAPTER 562B — MHC / PARK LAW

Governs rented manufactured-home spaces.

§562B.19: rules must be fair, disclosed, and uniformly applied.



§562B.19 — APPROVAL + FEES

Denial: inability to conform to park rules.

Purchaser approval cannot be unreasonably withheld; entrance/exit fees are limited.



§§562B.13–.14 — MONEY + DISCLOSURE

Deposit: maximum two months' rent; return/itemize generally within 30 days.

Disclose utility rates and give park rules before signing.

Also apply the FCRA, Fair Housing Act, Iowa Civil Rights Act, and local rules.

Thank you



Michael Brown
Chief Revenue Officer
mbrown@rentbutter.com