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Nation's first lease guarantee program takes risk out of rent

A unique new insurance program is set to take the risk out of renting for New York City's landlords.

Insurent Agency Corporation launched the Insurent Lease Guaranty Program, the first-ever institutional guarantor of residential leases.

The program increases occupancies, eliminates rent loss and streamlines the leasing process, all at no cost to the landlord.

"The program creates a win-win situation for all parties," said Jeffrey L. Geller, vice chairman & chief operating officer of Insurent Agency Corporation.

As many as one quarter of prospective renters entering the New York market each year do not meet the minimum financial requirements of landlords.

These renters include recent college and professional school graduates entering the workforce,

creditworthy non-U.S. executives relocating to the U.S. without any U.S. credit history, self-employed professionals and non-salaried high net worth individuals — all of whom require some type of credit enhancement such as co-signers or additional security deposits to qualify.

Insurent eliminates the risk of rent loss by replacing the cumbersome system of individual parent/co-signer guaranty pledges, additional security, or prepaid rent with an institutional



Pictured L to R are Insurent's Steven Czark, chief risk officer, Jeffrey Geller, chief operating officer, Robert Rosenberg, CEO, and Charles Schoenau, managing director.

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— ROBERT ROSENBERG,
INSURENT

beneficiary of the policy.

The tenant pays a one-time fee typically representing less than one month's rent. Renters now have an alternative to the current practice of providing significant additional security or finding "qualified" co-signers.

The program — which is underwritten by the highly rated Castlepoint insurance

guarantor.

With Insurent, the prospective tenant applies and, if qualified, the landlord receives a policy that guarantees payment under the lease.

The landlord is the insured and ben-

firm — guarantees full payment of rent under residential leases to landlords.

Already, The Icon Group and Cape Advisors have signed on to accept the Insurent in their properties.

"Empty apartments are the number one source of rent loss for owners and the Insurent Lease Guaranty Program is a process whose time has come," said Todd Cohen, principal of The Icon Group, owners of over 1,000 rental apartments throughout New York City.

The Insurent Program will be available in other major markets including

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Washington, D.C., Boston, Chicago, San Francisco, Los Angeles and Miami within the next 12 to 24 months.

"We've spent years creating a product that

would make this common and necessary business transaction easier — and more secure — for everyone involved," said Robert Rosenberg, president and CEO of Insurent Agency Corporation.

"Insurent will become a 'seal-of-approval' valued by both landlords and renters. It is incredible to think this product was never available before."