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WHAT'S NEW

Revolutionary Program Streamlines Rental Process & Eliminates Rent Loss



The Insurent Lease Guaranty Program, the first-ever institutional guarantor of residential leases, announced the recent partnering with some of Manhattan's most respected landlords.

“The Insurent Lease Guaranty Program is a great proposition for owners. The program increases occupancies with creditworthy tenants, streamlines the leasing process, turns ‘lost deals’ into closed leases, and eliminates rent loss, at no cost to the landlord,” said Jeffrey Geller, Vice Chairman and Chief Operating Officer of Insurent Agency Corporation. “In the current economic environment, we are finding landlords increasingly attracted to the security that the Insurent Program provides against defaults.”

With 335 buildings and more than 32,000 units participating in the Insurent Program, Insurent has gained a reputation as a top resource for owners who seek to close leases quickly with creditworthy parties, and to attract additional creditworthy renters to their respective properties. Total process from initial qualification of the renter to the issuance of the Insurent Guaranty to the landlord typically takes no more than two days.

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 beneficiary of the policy.