

# Real Estate Weekly

Vol. 54, No. 49 • 48 pages in 2 sections

WEDNESDAY, AUGUST 13, 2008

\$1.75

REAL ESTATE WEEKLY

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## PROPERTY MANAGEMENT

### Insurent lease guaranty program drums up business

The Insurent Lease Guaranty Program, the first-ever institutional guarantor of residential leases, signed up Glenwood Management, one of the largest owners of residential luxury apartments, to the Insurent Program. Manhattan Skyline with approximately 4,000 apartment units has also accepted the Insurent Program. Jeffrey L. Geller, vice chairman and chief operating officer of Insurent Agency Corporation, made the announcement.

“Both Glenwood and Manhattan Skyline have reputations as top luxury residential owners in Manhattan, and we are pleased to announce these partnerships,” Mr. Geller commented. “The Insurent Lease Guaranty Program is a great proposition for owners: the Program increases occupancies, streamlines the leasing process, turns “lost deals” into closed leases, and eliminates rent loss, all at no cost to the landlord.”

The Insurent Lease Guaranty Program guarantees full payment of rent under residential leases to landlords. The Program is underwritten by a highly rated insurance company, rated A- (Excellent) by A.M. Best.

“Glenwood Management is pleased to accept the Insurent Lease Guaranty Program, and believe this is an idea whose time has come,” said Gary Jacob,



The Insurent Agency Corporation Team: pictured (l-r) are Steven Czark, chief risk officer; Jeffrey Geller, chief operating officer; Robert Rosenbert, CEO; and Charles Shoenu, managing director.

executive vice president at Glenwood Management. “Our mission is to provide the best homes, best locations and best service in the City. The Insurent Program enhances our ability to streamline the rental process and to close additional leases for creditworthy tenants.”

Numerous other New York City landlords accept the Insurent Lease Guaranty Program. More than 240 buildings representing over 24,000 units are presently

covered under the Insurent Program in Manhattan.

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 creditworthy individuals include graduating college or graduate school students entering the job market, non-U.S. residents relocating from abroad without U.S. based credit history, relo-

cating U.S. employees, 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 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 beneficiary of the policy. The tenant pays a one-time fee typically representing 78% of a month’s rent. Renters now have an alternative to the current practice of providing significant additional security or finding “qualified” co-signers.

To expedite the leasing process, prospective renters can pre-apply for an Insurent Lease Guaranty and, if qualified, receive an Insurent Qualification Certificate to present to brokers or landlords prior to the lease execution. ■

### IREM program expands grant funding

A new partnership program between Western Pennsylvania Chapter No. 7 of the Institute of Real Estate Management (IREM) and the Chicago-based IREM Foundation, will enable the chapter to raise funds for the Foundation that are tax-deductible for individual and corporate donors and are earmarked exclusively for area individuals wishing to pursue real estate management education and credentialing through IREM.

Announcement of the program – also available to IREM’s 79 other chapters nationwide – was made jointly by Chapter No. 7 president Maryann Sipos, CPM, ARM, and IREM Foundation president Robert Click, CPM, at a special luncheon and partnership signing ceremony held recently at the Duquesne Club in downtown Pittsburgh.

“The IREM Foundation, IREM, and the entire IREM chapter network are committed to attracting, developing and retaining individuals for an ever-growing number of attractive careers in real estate management,” said Click. “Consequently, we are delighted that our chapters can now spearhead and supplement fund-raising efforts on our

behalf, driven by the tax-deductible benefits that accrue to donors because of our not-for-profit status, and also can ensure that grants funded by the money they raise are made to deserving individuals seeking careers in our industry in their respective market areas.”

Commenting on Chapter 7 being the first to sign on to the program, Sipos, stated: “The impetus for our chapter taking the lead on this program is a lead donation of \$2,000 contributed by Edward Zehfus, CPM, an active, longtime chapter colleague and a distinguished IREM faculty member. Mr. Zehfus’ donation honors now-deceased former

leaders of Chapter 7, Stanley Arnheim, CPM and Paul Neely, CPM, founders of the local firm bearing their names which Mr. Zehfus now serves as its president.”

Click went on to describe the educational/professional development grants that would be funded by chapter and foundation-raised monies.

In addition, a new grant named the Member Support Grant assists individuals who already are IREM members – but who have limited financial resources – with maintaining current membership status, accessing professional development programs, and/or attending IREM functions. ■