



## **NEW SERVICE - FIRST INSTITUTIONAL GUARANTOR OF RESIDENTIAL LEASES**

**The Insurent Lease Guaranty Program is a unique new program recently launched that will assist brokers to close more leases, increase their income, streamline the rental process for all parties and turn “lost deals” into closed leases. Landlords simply accept the Insurent Lease Guaranty Program, renters pay for the Insurent Lease Guaranty.**

### **Features & Benefits:**

The Insurent Lease Guaranty Program is the first institutional guarantor of residential leases in the country, and is backed by an A- rated insurance company (Excellent Rating) by A.M. Best.

Superior and quicker alternative when prospective creditworthy renters do not meet a landlord’s financial requirements including income test of 40x-50x the monthly rent, and are required to put up significant amounts of additional security, prepaid rent or have a financially qualified individual co-signer/guarantor at 75x-90x the monthly rent.

Accepted by major landlords in the NYC area including Glenwood, Stonehenge Management, Manhattan Skyline, Gotham Organization, Abington Properties, Kibel, Grenadier Realty, Manhattan Park, Icon Group, Edison Properties, Superior Management and others at approximately 300 buildings representing over 25,000 rental units.

Applicable for college & professional school graduates entering the workforce, foreign executives with no U.S. credit history, relocating U.S. executives, self employed individuals, and high net worth individuals.

Renters can quickly qualify for and get the apartment of their choice at a reasonable cost. The average Insurent guaranty fee is 6.5% of the annual rent representing 78% of a months rent.

Co-signers do not have to undergo the invasive process of submitting 2 years of tax returns, net worth statements and bank statements.

Corporations no longer have to advance significant cash amounts for additional security for their foreign executives.

Available for market rate and rent stabilized apartments (including 421A/J51 apartments).

Total process from initial qualification of the renter to the issuance of the Insurent Guaranty to the landlord typically takes no more than 2 days.

Renter applies online at [www.insurent.com](http://www.insurent.com). Initial qualification of the renter occurs within 1-2 hours.

The landlord, real estate broker and renter are kept informed of all steps by email from initial qualification to the issuance of the guaranty to the landlord.

Available for persons renting condominiums and cooperative apartments.

In the last month, Insurent has issued guarantees on leases in market rate and 421A buildings owned by Glenwood, Manhattan Skyline, Stonehenge, Icon Group, Edison Properties and other

landlords. Senior management at these companies was very impressed with our quick turnaround, issuance of lease guarantees, closure of leases, the seamless process of the Program, and its ability to quickly turn “lost deals” into closed deals and to streamline the process. All of those leases would not have closed with those renters without the Insurent Program. Many landlords are now referring the Insurent Program when the renter does not meet their qualifications (for whatever reason) and in lieu of individual co-signers since it is streamlining the process even if the renter has a qualified individual co-signer.

The Insurent Program will be of great assistance to all brokers and landlords in closing leases faster, streamlining the rental process and turning “lost deals” into closed leases.

For additional information by real estate brokerage firms or landlords/management companies, please call Jeffrey Geller, Chief Operating Officer at (646) 843-1712 or email [jgeller@insurent.com](mailto:jgeller@insurent.com) or call Charles Schoenau, Managing Director at (646) 843-1713 or email [cschoenau@insurent.com](mailto:cschoenau@insurent.com) with any questions. Owners interested in signing up their buildings with Insurent, or wanting to get more information can also visit [www.insurent.com](http://www.insurent.com) where one can fill out the short Landlord Information Request Form.

Filename: insurent  
Directory: I:\WebMasters\rebny\_public\pdf\_files  
Template: C:\Documents and Settings\Maryann\Application  
Data\Microsoft\Templates\Normal.dot  
Title:  
Subject:  
Author:  
Keywords:  
Comments:  
Creation Date: 8/6/2008 4:23 PM  
Change Number: 2  
Last Saved On: 8/6/2008 4:23 PM  
Last Saved By:  
Total Editing Time: 25 Minutes  
Last Printed On: 8/6/2008 4:25 PM  
As of Last Complete Printing  
Number of Pages: 2  
Number of Words: 611 (approx.)  
Number of Characters: 3,484 (approx.)