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"It's What You Know"

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Is your screening company damaging your **BRAND?**

The screening company that you choose to work with affects your reputation. If the company treats an applicant poorly or doesn't respond in a timely manner, *it will reflect poorly upon you*. As a part of providing the best service, ACRAnet does regular consumer outreach to home seekers, and we invariably hear stories of inaccurate screening and slow or no responses from screening companies. These applicants never remember the name of the screening company that abused them, but they always remember your name.

When choosing a screening company, be wary of those that provide "national searches," a term that is blatantly misleading because national searches don't exist. Additionally, know that those who offer "instant results" are not going to give you the accurate information you and your applicants depend upon. Finally, keep in mind that if the screening company isn't giving you impeccable customer service each and every time you call, they are probably being even less responsive to your applicants, who will see that as a reflection upon you.