

# Tenant Referencing works to eliminate fraud and assesses true affordability

## Who are you letting your property to?

71%



of all UK fraud is  
property related

150



cases of rental fraud  
identified by our  
teams each day

1/3



increase in rental fraud  
cases over 2023

## Protects against rental defaults and problematic tenants

HomeLet VISTA is an industry-first tenant referencing solution, in partnership with Experian, which brings together the best in class of data, technology and people. Helping to provide more accurate tenancy recommendations in real time.

## What does VISTA mean for landlords?



ULTIMATE FRAUD  
PROTECTION



THE BEST TENANTS  
SECURED



FASTER TURNAROUND  
ON NEW TENANCIES

As a tenant referencing solution, VISTA will provide verification about a prospective tenant's identity, income, credit commitments, individual attributes and overall indebtedness. All of these attributes are authenticated and assessed to ensure you the best tenants. **Up to 70% of VISTA references are completed same day.**

# How does VISTA work?

## VISTA secures landlords the best tenants through:

### Scorecard

Harnessing over 30 years of experience to create a Scorecard bespoke to HomeLet to assess an applicant's full credit file and their suitability.

### ID check

Confirming at least two primary sources across more than one address to validate identification.

### Fraud check

HomeLet conduct a fraud check and ensure that any documents submitted have not been tampered with.

### Income & affordability assessment

Verifying the applicant's income to enable a true and real-time assessment of their affordability.

## HomeLet VISTA, in partnership with experian<sup>™</sup> is the perfect blend of



### TECHNOLOGY

Referencing across 500 million + touchpoints



### DATA

Exclusive and extensive access to data no other UK business has



### PEOPLE

A dedicated, highly experienced team of specialists

VISTA is the only referencing solution of its kind on the lettings market, meaning your property, rental income and finances are in the safest care possible.

# What sets VISTA apart from conventional tenant referencing methods?

## How does the scorecard work?

The scorecard is unique to HomeLet and based on the multitude of checks we conduct through VISTA. It will show your prospective tenants overall indebtedness and their behavioural trends with financials including public information. Based on this check, we will select the relevant banding for the applicant from poor to excellent. We are now able to assess these responsibilities with the real-time data provided within the VISTA scorecard. The scorecard provides you with a thorough and accurate evaluation of your applicant's ability to meet obligations such as rental payments, not just basing this on public information alone.

## How does the affordability work?

With VISTA, an industry first, we will confirm a regular consistent income, using information included within the applicant's credit file, we will confirm a minimum gross annual income. We will conduct a multitude of checks to confirm assessment of the income and relevant outgoings for the individual, our assessment shows what they can afford as a maximum.

## Character references – will these form part of our decision making?

References have traditionally been used to assess a tenant's rental history, but do not provide a comprehensive view of their overall financial responsibilities and can often contain opinion rather than fact.

A character reference does not form part of our decision making, with VISTA we will now see a prospective tenants' behavioural trends in how they spend their money and their overall indebtedness to form the basis of our decision. VISTA will provide us with a more forensic view of your prospective tenants more than ever before.

## What is the affordability calculation?

We have access to income verification data that analyses a consistent monthly income, this will be cross-referenced against the salary figure that the applicant stated on their form. The affordability calculation will assess an applicant's outgoing credit commitments and basic expenditures. These findings will then be compared to their monthly income to determine if the rent is affordable to the applicant.

## Fraud / Risk – The ultimate defence

HomeLet are utilising best in class data, technology, and people to ensure we are reducing risk ensuring you move the right tenants into your property.

VISTA aims to eradicate fraud, HomeLet are the ultimate defense against tenancy fraud, shielding clients from the damaging impact of such crimes. As the only product of its kind on the market, VISTA combats the tenancy fraud crisis through game-changing referencing advancements.

HomeLet AI is a fundamental element of our process, adding that extra layer of protection.

This system can then determine if any edits have been made to a document. This check provides a digital forensic assessment of the history of an electronic document. HomeLet are also members of CIFAS – the national fraud database in the UK.