



THE UK'S FIRST, AND LEADING RENT REPORTING SERVICE

Fintech for good - ensuring financial fairness and inclusion



AGENDA

- Background
- Who are we?
- Why credit scores are important
- The rental market
- Excellent customer services
- Potential partnership – how it could work and the benefits
- Media coverage
- Summary
- Questions and next steps



BACKGROUND

WHO ARE WE?

EXPERIENCED SENIOR TEAM FROM THE PROPERTY TECHNOLOGY AND FINANCIAL SPACE

SHERAZ DAR, CEO



- 20+ years experience in building brands across consumer goods and technology.
- CMO at PrimeLocation & FindaProperty. Merged with Zoopla which subsequently went on to IPO.
- First investor, and advisor at OpenRent, now the UK's biggest letting agent by volume.
- Senior marketing experience including roles at Britvic, Pepsi, Cadbury & Quidco.

ASA BENTLEY, OPERATIONS DIRECTOR



- Original CreditLadder team member, and responsible for Operations and Customer Service.
- Previously MD of MakeUrMove (online letting agent) which had a successful exit.
- Experienced ARLA qualified professional with 10+ years experience.

GEORGE GARDINER, CTO



- Built the CreditLadder platform.
- 15+ years PropTech and web development experience.
- Exited previous business through a sale and owned and ran a successful digital agency.

Founding team has been in place for 4 years, bringing consistency and experience to the business.

WHAT IS THE PROBLEM?

Rent does not count

Tenants in the UK pay over £50bn* in rent per year, yet on time rent payments have not been routinely recognised in their credit score.

As a tenant, paying your biggest expense on time does not help you access finance, or help you access finance at better rates. This includes, but is not limited to credit cards, loans, utilities and mobile phone contracts.

Homeowners who pay their mortgage on time already benefit from an improved credit score.

SOLUTION

Making rent count[®]

By leveraging technology, CreditLadder[®] is able to provide a seamless rent reporting solution. This allows users to **improve and build** their credit score – **not just see** their credit score.



“

Currently, a history of meeting rent payments is not routinely recognised in people's credit scores, and is not commonly taken into account when banks conduct mortgage affordability assessments. This increases the cost of borrowing for rental tenants, and creates a barrier to getting onto the housing ladder..

”



HM Treasury

HM Treasury Rent Recognition Challenge December 2017

CreditLadder were the biggest winners of the competition.

WHY IT'S IMPORTANT TO IMPROVE YOUR CREDIT SCORE

What makes a good credit score?*

- Payment history for loans and credit cards, including the number and severity of late payments.
- Credit utilisation rate.
- Type, number and age of credit accounts.
- Total debt.
- Public records such as a bankruptcy.
- How many new credit accounts you've recently opened Number of inquiries for your credit report.

*Source: Experian



How does it work?

- Credit scores are calculated by a credit reference agency (CRA). The UK has three main CRAs all who have their own scoring system. These are Experian, Equifax and TransUnion.
- The higher an individual's credit score, the more likely they are to be accepted for credit.
- Millions of pounds has been spent on educating consumers on how to improve their credit score and what a good credit score can deliver.

CreditLadder are the only rent reporting platform working with Experian & Equifax

How does this change help tenants?

By improving their credit history this could help tenants;

- Get a new credit card.
- Have a loan application approved.
- Arrange a better utilities tariff .
- Receive better mobile phone rates.
- Get better insurance deals.
- Help with car financing deals.
- Help acceptance for a rental property.

Tenants with a thin-file who report their on-time rent payments can expect to see a significant improvement in their credit score

Source: Equifax

TAKING RENT REPORTING MAINSTREAM

Making rent count[®]

- Reported in excess of £275m in rent payments – payments recognised through Open Banking.
- CreditLadder reports rent to one CRA for free.
- Reporting to both CRAs costs either £60 a year (upfront) or £8 paid monthly – **CreditLadder Pro**.

The UK's number 1

- CreditLadder has a 4.7*/5.0 rating and 1,300 verified customer reviews (Trustpilot).
- The only rent reporting platform fully integrated with a bank - working with Starling Bank since 2019 and one of their top performing partners. (Source: Starling Bank)
- The **first** and **leading** rent reporting platform and the only one reporting to **both** Experian and Equifax.
- Product validation across BBC, Which?, Money Saving Expert, Sky News, The Times, FT, Daily Mail, The Mirror, The Sun, i News, City A.M. & Metro, among others.

HOW DO CREDITLADDER USERS RATE THE SERVICE?

Great



CreditLadder


Reviews 1,294 • Excellent



4.7

Five star rated service



Santhosh Kumar G V
 3 reviews • GB


 Invited
 5 Jan 2021

Great for new expats


Credit ladder is one of the few helping hands when every bank or credit card company turn you back because of no credit history. Hopefully, I will build my credit history faster this CreditLadder



Ancuta Gianina Boutiuc
 2 reviews • GB


 Invited
 30 Dec 2020

CreditLadder is very helpful


CreditLadder is very helpful, I wish I had known about it earlier. Offers advice, helps building my credit score and I can prove that I pay my rent on time.



Georgina Grimsditch
 1 review • GB


 Invited
 30 Dec 2020

All round great experience so far


All round great experience so far. Easy and quick to set up. Found through Starling Bank



Liam Farnes
 2 reviews • GB


 Invited
 5 Jan 2021

Great experience


Great experience. Very easy and straight forward to setup and hopefully help me to build my credit rating. Such a good idea to help people who have rented all their life.



Ray
 2 reviews • GB


 Invited
 1 Dec 2020

CreditLadder were unfailingly helpful

CreditLadder were unfailingly helpful, quick to respond and clear in providing their service. It's a great idea and I only wish I had discovered them sooner.


James
 3 reviews • GB


 Invited
 25 Nov 2020

The idea of rent being added to your...

The idea of rent being added to your credit report is fantastic. I really do not understand why it had not happened sooner, both me and my partner have now signed upto credit ladder.



MAKING IT HAPPEN

CUSTOMER JOURNEY

1. Activation

Fill out an application form from the jointly branded landing page set up.

2. Application

CreditLadder will check the application, perform tenancy checks, and subject to approval, will provide the user with a CreditLadder account.

3. Categorisation

CreditLadder receives and categorises transactions from the bank account to identify rent payments.

4. Reporting

CreditLadder reports rent payments to the CRAs. Rent appears monthly on the tenant's credit report.

5. Customer Support (Managed by CreditLadder)

Users can access CreditLadder to manage their tenancy. This includes tenancy amendments and moving home. Queries can also be dealt with by email and chat where required.



ACTIVATION



Report your rent payments to help improve your credit score

Rent payments can now strengthen your Experian credit position and improve your Equifax credit score.

Sign up in under 5 minutes

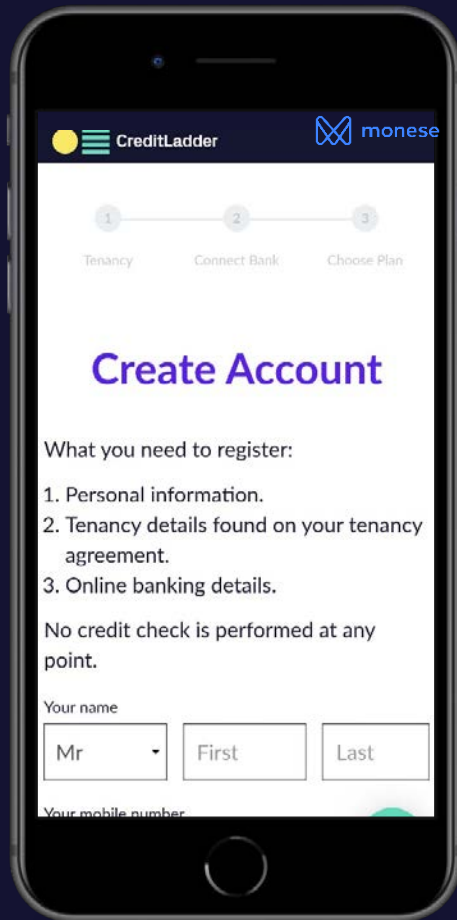
START REPORTING

[HOW IT WORKS](#)



APPLICATION

APPLICATION FORM



CreditLadder monese

1 2 3
Tenancy Connect Bank Choose Plan

Create Account

What you need to register:

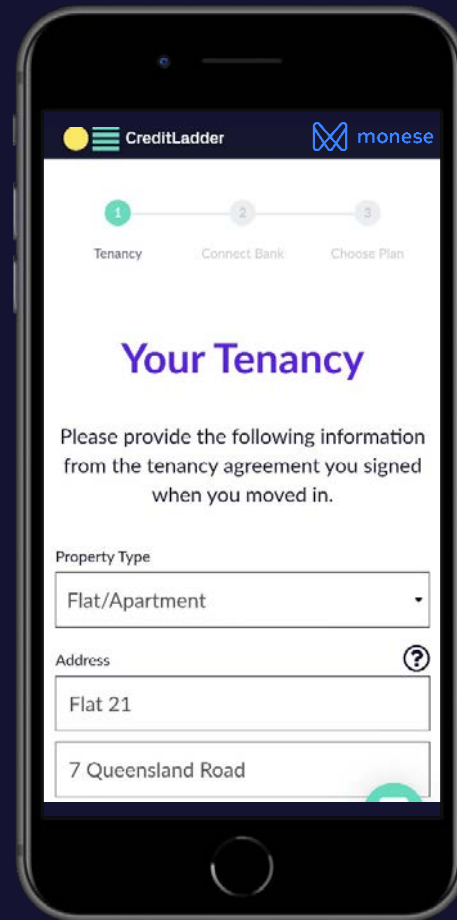
1. Personal information.
2. Tenancy details found on your tenancy agreement.
3. Online banking details.

No credit check is performed at any point.

Your name

Mr First Last

Your mobile number



CreditLadder monese

1 2 3
Tenancy Connect Bank Choose Plan

Your Tenancy

Please provide the following information from the tenancy agreement you signed when you moved in.

Property Type

Flat/Apartment

Address ?

Flat 21

7 Queensland Road

Fields:

- Title
- Full name
- Address
- Rent amount
- Rent share
- Rent frequency
- Start date
- Due date
- Rent reference
- Number of tenants
- Landlord/agent details



MEDIA COVERAGE & HIGHLIGHTS

MEDIA COVERAGE



Renters who pay on time get better credit score

“Hundreds of thousands of people who pay their rent on time are set to benefit from better credit scores.”




“If you’re renting but hope to one day get onto the property ladder, it may be worth signing up to a scheme that tracks your rental payments.”




“Millions of tenants could see their credit score boosted as their rental payment information will now be included on their credit report.”




“The partnership taps into the UK’s Open Banking initiative, with CreditLadder able to analyse the income and expenditure data of its users and overlay them against Nationwide’s qualifying mortgage criteria.”






SUMMARY

Over £275 million in rent reported.



Direct integration with Starling Bank
launched in 2019.



STARLING BANK

FCA approved for Account
Information Services (AIS) and
Payment Initiation Services
(PIS).



CreditLadder was the biggest winner
of the Rent Recognition Challenge



HM Treasury



QUESTIONS AND NEXT STEPS

