

Case Study

## TenantCloud + Snappt

# Protecting Real Estate Investments at Scale

TenantCloud is a Property Management Software, purpose-built for independent landlords and small to mid-sized operators who want to manage their investments professionally, without the overhead of enterprise software.

From a landlord renting out a single property to an operator managing hundreds of units across multiple communities, TenantCloud gives customers the tools they need to run a streamlined, efficient rental business, all from one platform.

## The Problem

Fraud doesn't show up on a credit report — it shows up later, as missed rent, costly evictions, and mounting bad debt. TenantCloud recognized that its landlord customers, many of whom self-manage their investments without dedicated leasing staff, needed more than a background check to truly protect their assets. Even applicants with strong credit profiles can misrepresent their income, and existing screening tools weren't catching it.

Landlords were making leasing decisions based on incomplete information, and TenantCloud needed a partner that could close that gap with a solution purpose-built for the rental industry.

After evaluating alternatives, the team ruled out options that were FCRA non-compliant or primarily built for mortgage workflows. They needed a partner who took document fraud seriously.

## The Solution

TenantCloud integrated Snappt directly into its platform, making Snappt available to landlords at the moment it matters most: when a vacancy opens, and an application comes in.

The implementation was notably smooth. TenantCloud's engineering team, which had historically been critical of clunky API integrations, gave Snappt high marks for its partner onboarding.

**52%** Attach rate among new customers

Roughly half of new TenantCloud customers activate Snappt at signup.

## The Results

TenantCloud deliberately chose to embed Snappt into the core of their onboarding experience, defaulting it on for all new customers and requiring it on their Starter plan. The logic was simple: the protection is too valuable to let landlords skip it. By building fraud protection directly into the foundation of their platform, they ensured every landlord had the tools to protect their investment from day one, driving adoption naturally and at scale.

The partnership has delivered measurable impact across adoption, revenue, and platform credibility:

- **Increased platform brand equity and screening adoption.**
  TenantCloud has seen more landlords choose its screening product specifically because the offering is now more comprehensive. Unlike ancillary products that feel like phantom upsells, Snappt carries real weight.

- **Credibility that converts.**
  Carrying the Snappt brand has communicated a clear commitment to protecting landlords' assets and strengthening trust at every stage of the leasing process.

**4.6%**

**Document fraud detection rate.** Early data shows Snappt is flagging fraud at a significant rate, reinforcing the value of the integration.

**$431,250**

**$431,250 in estimated bad debt has been saved** since activating Snappt in September 2025.

> “Snappt has a strong offering because the product provides real value. Fraud detection and income verification aren't nice-to-haves; they're essential to protecting assets and making confident leasing decisions. Snappt brings real substance to that problem, and that's exactly why we wanted to bring this capability to TenantCloud customers.”

**Mark DeHaan,**
CEO of TenantCloud