



Case Study | Verification of Rent

Bellaire Multifamily

Bellaire Fast Facts

Properties: 15

Units: 3,512

Avg. Year Built: 1983

Avg. Rent: \$1,013

Source: ALN Apartment Data, 2025

43%

After implementing Snappt's Verification of Rent solution, Bellaire **eviction filings decreased by 43%** from January 1 through August 31, 2025.

\$642K

Over a twelve month period, Snappt uncovered **\$642K in hidden liabilities** and flagged high-risk applicants across **10% of total applications**.

Background

Bellaire Multifamily Management is a full-service boutique property management firm specializing in revitalizing distressed B and C-class apartment communities across all major Texas markets. Through intentional and proactive oversight and innovative management solutions, Bellaire works to enhance property value, maximize occupancy, and ensure long-term success for their clients.

Why Bellaire sought a Verification of Rent partner

Bellaire was facing significant issues with increasing bad debt, evictions, and neglected properties. "That's why I was open to Snappt's Verification of Rent (VOR) solution," Amanda Cox, President & COO; Co-founder of Bellaire Multifamily Management, says. "Back then, there wasn't even a PMS integration, and we now use Snappt's RealPage integration. Even without that in place, it was the only non-integrated platform I agreed to move forward with. I believed it was the right fit for the type of housing we manage, and my clients wanted to know we were taking that extra step to protect them."

Why did Bellaire choose Snappt VOR?

The Bellaire team met with other suppliers but none of them had a viable VOR product. Snappt, on the other hand, had a faster and easier-to-integrate verification timeline. The billing structure worked with their existing format, and if results didn't come back on time, they weren't charged. Snappt believed in their product, and so did Bellaire.

What really set Snappt's VOR apart was its persistence. Their AI-driven outreach engine will make 20 touchpoints if that's what it takes to verify rent payment history. "In this industry, most property managers aren't going to give another manager the whole truth on rental history. Old-school verifications are more of a box-check—you get the bare minimum, and it's rarely honest," Amanda says. With Snappt, the Bellaire team got what they hoped for: transparency.

The applicants that property managers are trying to weed out are savvy and know how to move before the eviction hits their record (otherwise known as "rent hoppers"). Traditional screening often misses those details, but Snappt digs deeper and keeps working until the full story is clear.

They flag prior evictions, outstanding balances, property damage, or 'would not re-rent' notes that might otherwise slip through. A third-party verification tool that is this thorough and low lift makes all the difference for leasing teams. "It gives me another safety net beyond traditional screening, my teams don't have to play detective, and I can make decisions with confidence."

The Results

The ROI from implementing Snappt's VOR was undeniable. In just 12 months, Bellaire saw NOI savings of almost \$700k, a 36x return. Between January and August 2025, Bellaire reported a 43% reduction in eviction filings portfolio-wide. During that same period, Snappt uncovered \$642K in hidden liabilities and flagged high-risk applicants across 10% of total applications, reducing the likelihood of eviction events before move-in.

Beyond the numbers, it improved the customer experience. Snappt routinely asked what they could do to improve and if there was anything that did not meet Bellaire's expectations. "It was clear that the technology was very client-focused, and it always felt like they wanted to see us win," Amanda stated.

Overall, Bellaire achieved financial and process-level gains, with Snappt strengthening risk mitigation and driving a 36x ROI within the first twelve months.

Liabilities Caught

Liability Type	Number of Cases	Total Value
Evictions	25 cases	\$180,000
Outstanding Balances	61 cases	\$282,978
Property Damage	9 cases	\$25,261
Flagged Data	19 cases	\$9,300
Would-Not-Re-Rent	34 cases	\$57,000
Late Payments	420 cases	\$72,700
Unauthorized Pets/Residents	41 cases	\$14,750

Total Liability Savings: \$641,989

Reporting Period: January - August 2025

Financial Outcomes

NOI Savings: **\$698,449**

Annualized ROI: **36x**

NAV Appreciation: **\$7.7M**

Reporting Period: June 2024 - May 2025

Operational Efficiency

Automation replaced **more than 16,500 manual outreach events**, saving 2,764 labor hours and \$41K in wages.

Reporting Period: November 2024 - October 2025

“The timing was right, the product was right, and the impact was immediate.”

Amanda Cox,
President & COO; Co-founder of
Bellaire Multifamily Management