

The Rise of Rent Reporting as a Credit-Building Tool

Daniel Teles, Brett Theodos, and Amanda Hermans

November 2025

Credit scores can affect access to financial products, housing, and employment: a low credit score or lack of a credit score can mean less access or higher costs. Traditionally, rental payments do not get reported to credit bureaus to use in credit score calculations, even though they are often renters’ largest monthly expenditure.

Rent reporting is a process whereby landlords or property management companies provide data on tenants’ rental payments to at least one of the three major consumer credit bureaus. This gives renters an opportunity to demonstrate their credit worthiness by documenting on-time rent payments. The major credit scoring models, in turn, are updating their scoring algorithms to include rental payments in credit score calculations. The practice of rent reporting has been gaining traction in recent years. We took a closer look at rent reporting trends across the country.

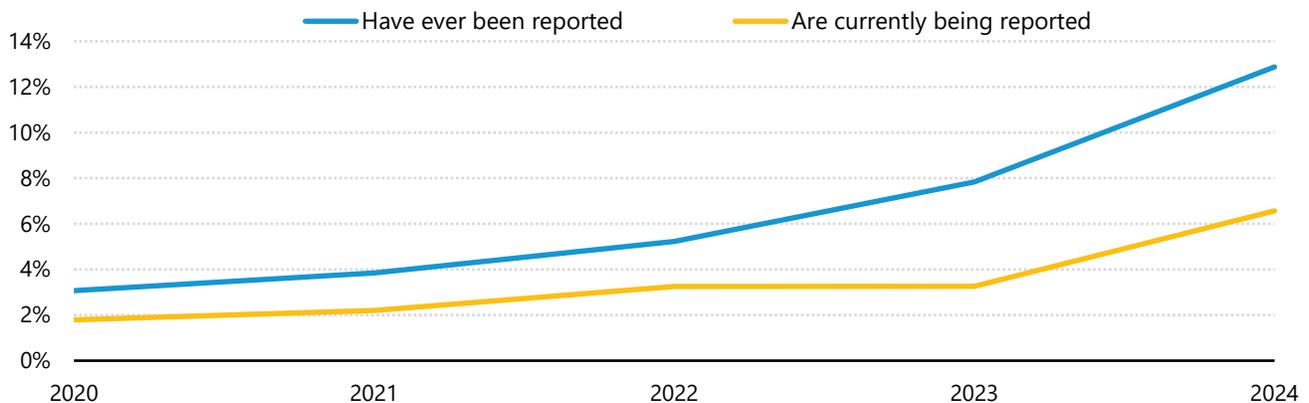
More Than 13 Percent of US Renter Households Have Ever Had Rent Payments Reported

To understand how rent reporting is growing, we estimated the share of renter households who have had any rental payments reported since 2020 (figure 1). In just four years, the share of renter households who have had any of their rent payments reported has quadrupled, from about 3 percent of renter households in 2020 to 13 percent in 2024. Looking only at the number of open rental tradelines—which indicates ongoing rent reporting—the share of renter households actively participating in rent-payment reporting grew from about 2 percent to nearly 7 percent.

FIGURE 1

Rent Reporting Has Quadrupled Since 2020

Share of renter households whose rental payments have ever been reported and are currently being reported



Source: Authors’ analysis of data from TransUnion and American Community Survey one-year estimates.

Notes: We use the number of renter households as a proxy for the possible universe of people who might report their rental payments. This analysis assumes that only one renter per household is paying rent and could therefore have their rental payments reported.

Rent Reporting Is More Common in Some States Than Others

There are some significant differences in how rent reporting has been growing across the country. Some of the most rapid growth in rent reporting happened in Florida, Nevada, Arizona, and Georgia (table 1). By 2024, 10 states had more than 10 percent of renter households actively reporting, with Georgia the highest at 14 percent. Seven states had 1 percent of renter households actively reporting in 2024.

TABLE 1

The Number, Rate, and Growth of Renter Households Participating in Rent Reporting in 2024, by State

State	Renters with open rent reporting	Growth since 2020	Open rent trades per renter household	Number of people with rent payment history per renter household
Georgia	195,687	651%	14%	25%
Maryland	106,053	533%	14%	23%
Nevada	64,973	725%	13%	22%
Arizona	123,065	465%	13%	23%
Florida	348,138	619%	12%	21%
Colorado	95,804	436%	11%	21%
Utah	37,005	184%	10%	28%
Virginia	115,396	198%	10%	20%
North Carolina	147,428	572%	10%	17%
Texas	418,927	331%	10%	20%
Washington	100,391	158%	9%	18%
South Carolina	49,374	465%	8%	15%
District of Columbia	14,087	44%	7%	16%
Idaho	13,579	323%	6%	13%
Tennessee	64,465	378%	7%	13%
Delaware	7,009	565%	6%	13%
Indiana	46,714	301%	6%	12%
Kansas	22,435	223%	6%	12%
Missouri	41,690	417%	5%	9%
New Mexico	12,538	436%	5%	12%
Alabama	29,147	413%	5%	10%
Illinois	81,259	311%	5%	9%
California	289,691	91%	5%	11%
Kentucky	26,890	176%	5%	9%
Oklahoma	23,940	245%	4%	11%
Ohio	70,200	239%	4%	9%
Louisiana	25,489	366%	4%	9%
Michigan	47,705	163%	4%	9%
Massachusetts	44,658	118%	4%	9%
Minnesota	27,092	304%	4%	8%
New Jersey	50,211	115%	4%	8%
Mississippi	13,071	375%	4%	8%
Pennsylvania	57,839	263%	4%	7%
Vermont	2,565	361%	3%	6%

State	Renters with open rent reporting	Growth since 2020	Open rent trades per renter household	Number of people with rent payment history per renter household
New York	118,930	221%	3%	6%
Arkansas	12,714	240%	3%	7%
Nebraska	8,291	229%	3%	6%
Wyoming	2,021	334%	3%	6%
Iowa	11,123	237%	3%	6%
Connecticut	13,534	134%	3%	6%
Montana	3,399	266%	2%	6%
New Hampshire	3,438	93%	2%	5%
Oregon	14,031	169%	2%	6%
Wisconsin	12,432	171%	2%	4%
Rhode Island	2,383	127%	1%	4%
Hawaii	2,673	86%	1%	4%
North Dakota	1,684	-5%	1%	5%
Maine	2,152	174%	1%	4%
West Virginia	2,580	348%	1%	4%
South Dakota	1,174	-2%	1%	4%
Alaska	928	71%	1%	3%

Source: Authors' analysis of data from TransUnion and American Community Survey one-year estimates.

Notes: We use the number of renter households as a proxy for the possible universe of people who might report their rental payments. This analysis assumes that only one renter per household is paying rent and could therefore have their rental payments reported.

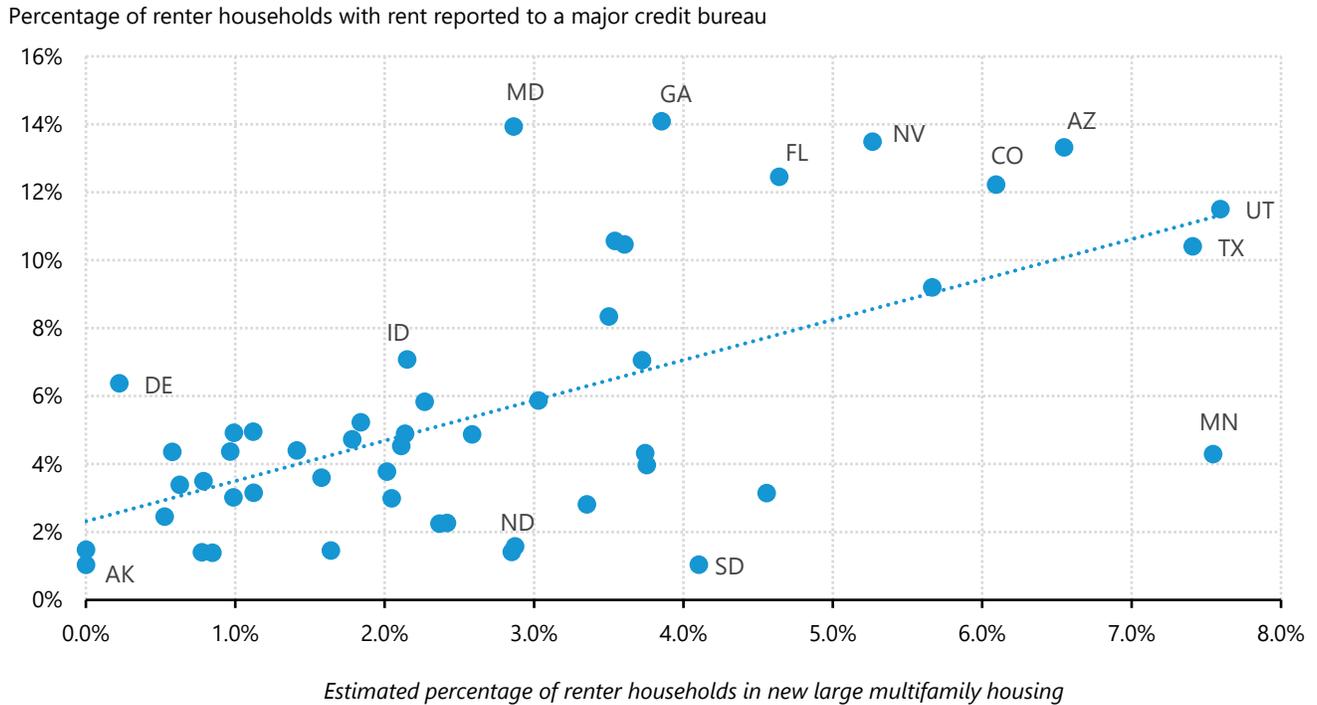
Rent Reporting Is Higher in States with Multifamily Housing Growth

Several factors might affect the growth of rent reporting and explain why rent reporting is growing faster in some parts of the country than in others. For example, rental properties that are owned or managed by companies with more advanced payment and data tracking systems might be more likely to offer rent reporting. Looking across states, the data somewhat support this hypothesis. We estimate a modest relationship between the share of renter households living in large multifamily buildings (with 50 or more units) and the share reporting rent; we estimate a correlation coefficient of 0.32. A stronger relationship appears between the share of households in new, large multifamily developments and rent reporting.¹ Here, we estimate a correlation coefficient of 0.61 (figure 2). This might mean that new buildings are more likely to offer rent reporting or that new tenants are more likely to enroll. It may also indicate new development loan requirements that specify landlords or property managers must offer a rent reporting program. The findings do not imply that new multifamily development is the only factor explaining the growth of rent reporting. For instance, a growing number of financial services companies offer rent reporting services directly to renters and offer landlords services that integrate with existing rent payment platforms.²

FIGURE 2

Rent Reporting Is More Prevalent in States with More New Multifamily Housing

Estimated share of renter households with a rent payment history in 2024 and share of renter households living in new large multifamily housing, by state



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Source: Authors' analysis of data from TransUnion and American Community Survey one-year estimates.

Notes: We use the number of renter households as a proxy for the possible universe of people who might report their rental payments. This analysis assumes that only one renter per household is paying rent and could therefore have their rental payments reported. We base the number of renter households in new large multifamily housing on the increase in number of renters in buildings with 50 or more units between 2020 and 2024.

Notes

¹ We estimate the percentage of renter households in new large multifamily developments as the increase in the number of renter households in buildings with at least 50 units between 2020 and 2024 divided by the total number of renter households in 2024. If the number of households in large multifamily buildings declined, we set the estimate to zero. We estimate the number of renter households in large multifamily buildings in 2020 using the share of households in 2019 renting in large multifamily buildings from the American Community Survey one-year estimates multiplied by the number of households from the 2020 US Census. For the number of renter households in large multifamily buildings in 2024 we use the number reported in the 2024 one-year American Community Survey.

² "Rent Reporting Options for Renters," Credit Builders Alliance, accessed August 21, 2025, <https://rentreportingcenter.org/providers-for-renters/>.

Reference

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About the Authors

Daniel Teles is a principal research associate in the Housing and Communities Division at the Urban Institute, **Brett Theodos** leads Urban’s Local Finance and Growth practice, and **Amanda Hermans** is a research associate in the Housing and Communities Division.

Acknowledgments

This brief was funded by Kaiser Permanente via a grant to Credit Builders Alliance. We are grateful to them and to all our funders, who make it possible for Urban to advance its mission. The views expressed are those of the authors and should not be attributed to the Urban Institute, its trustees, or its funders. Funders do not determine research findings or the insights and recommendations of Urban experts. Further information on the Urban Institute’s funding principles is available at urban.org/fundingprinciples.

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