

Breaking the fee cycle

How flexible rent payments improve financial
stability and housing security

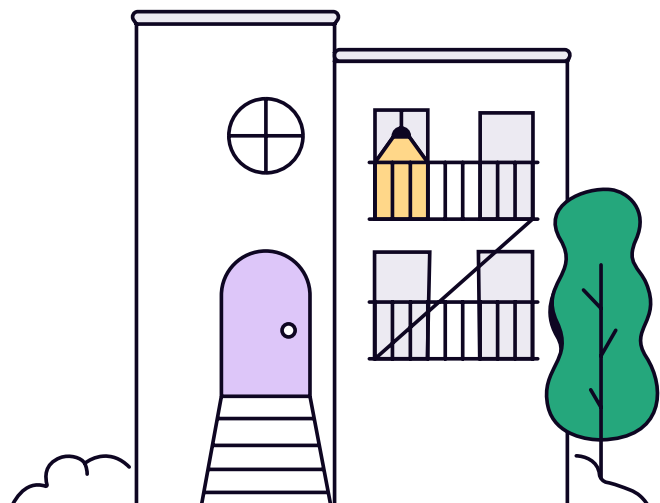


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Executive summary

Renters across the United States face growing financial challenges, particularly those living paycheck-to-paycheck. Rising rent, stagnant wages, and a lack of financial flexibility create a precarious situation where even minor disruptions—such as late rent payments—can have severe consequences, including eviction and, in the worst cases, homelessness.

This paper evaluates how flexible rent payments—such as those offered by solutions like Flex—can empower renters by breaking the cycle of late fees and rigid payment schedules, ultimately fostering financial stability and housing security. By aligning rent due dates with income schedules, flexible rent solutions give renters greater control over their finances while also helping property managers maintain consistent rental income, reduce delinquencies, and lower eviction rates.

Key takeaways

- ✓ **Fewer financial penalties:** Late fees, overdraft charges, and credit penalties add up. Flexible rent solutions help renters avoid these traps.
- ✓ **Improved financial stability:** Paying rent in a way that fits a renter's cash flow reduces stress, improves financial health, and enables better saving and planning for the future.
- ✓ **Lower eviction risks:** When renters can split payments, they're less likely to fall behind and face eviction.
- ✓ **Operational benefits for property managers:** On-time payments and reduced delinquencies create more predictable cash flow and lower tenant turnover rates.

Insights

92%

avoid fees or penalties.

87%

reduce their need to borrow money.

77%

significantly improve their ability to manage finances and pay bills.

92%

boost their long-term financial health.




82%

reduce their risk of eviction.

The problem: Financial strain in the rental market

Renters living paycheck-to-paycheck

The financial strain faced by renters is both widespread and growing. Many households are caught in a cycle of stagnant income, rising costs, and limited savings. Even minor disruptions lead to late payments and mounting fees—further deepening financial instability.

-  **65% of Americans** live paycheck-to-paycheck, with limited emergency savings, making them vulnerable to financial shocks.¹
-  **Almost half** (47%) of renters spend over 30% of their income on housing, and nearly a quarter (23%) are severely burdened, paying more than half.²
-  **National rent prices** have increased by an average of 5.8% year-over-year, outpacing wage growth, which exacerbates financial strain.³

The Consumer Financial Protection Bureau's Financial Well-Being Scale defines financial stability as having the ability to cover basic expenses, absorb financial shocks, and plan for the future. But for millions of renters, financial stability isn't a reality—it's a luxury. For many, the choice isn't just 'pay rent or pay a late fee.' It's 'pay rent or buy groceries. Pay rent or cover a medical bill. Pay rent or keep the lights on.'

Rigid rent structures don't just create financial stress—they force renters into impossible decisions.

Fees and penalties

Late payments, overdraft fees, and other financial penalties disproportionately affect renters, adding to their financial stress. These fees can become a recurring burden, further deepening the cycle of financial strain.

Late rent fees: Missing a rent payment is costly. For a one-bedroom apartment averaging \$1,617, late fees typically range from \$81 to \$162 per incident, with some landlords adding daily penalties. In the past year:

- **23% of renters** incurred a late fee.
- **60% of those renters** paid at least two late fees.
- **1 in 5 renters** paid **five or more** late fees.⁴

Overdraft & non-sufficient funds (NSF) fees: In 2023, consumers paid approximately **\$5.83 billion** in overdraft fees, many related to rent payments—penalizing households already struggling with cash flow.⁵

Late payment fees: Americans paid over **\$186 billion** in late fees on credit cards and other bills last year, further draining household finances.⁶

Eviction-related fees: Falling too far behind on rent can lead to eviction, which comes with significant legal and administrative costs. Renters facing eviction often incur:

- Filing fees (\$50–\$500, depending on the state).
- Court & legal fees (up to thousands of dollars for attorney costs).
- Moving expenses & security deposits for a new home, if they can secure one.
- Wage garnishments & debt collections, making it even harder to recover financially.⁷

For many renters, financial well-being isn't about thriving—it's about survival. **One unexpected expense can turn stability into crisis.**

Imagine a warehouse worker in Phoenix who relies on his car to get to work.

One month, he faces a \$400 car repair. Without his car, he can't work—but paying for the repair means he doesn't have enough for rent. The result?

- **A late rent fee of \$100**
- **An overdraft charge of \$35**
- **High-interest debt from a payday loan to catch up**



This hypothetical scenario illustrates a very real financial pattern experienced by millions of renters. A single unexpected expense can snowball into months of financial hardship, making it nearly impossible to recover.

Increasing unpaid rental balances

The growing challenge of rental debt is a direct consequence of this financial strain. As of November 2024, the median outstanding rental balance increased from \$2,000 in September 2021 to \$3,200 by November 2024, marking a 60% rise.⁸

Stable housing is closely tied to financial stability, and the Department of Housing and Urban Development's (HUD) Family Self-Sufficiency (FSS) Program emphasizes the importance of increasing earned income and managing rent obligations to help families achieve long-term housing security.⁹ But for millions of renters, an unexpected car repair, medical bill, or reduced work hours can derail their ability to pay rent on time. Once behind, catching up becomes nearly impossible—especially as late fees and penalties pile up.

Key takeaway: Unexpected financial shocks push renters into a cycle of late fees, overdrafts, and eviction risks, making recovery difficult. Flexible rent solutions help break this cycle by providing financial stability and reducing costly penalties.

Evictions and homelessness: The consequences of housing instability

For millions of renters, financial strain doesn't just lead to stress—it leads to eviction. When rent becomes unmanageable due to unexpected expenses, rigid payment structures, and mounting fees, many tenants find themselves with no viable path to catch up. The result? Eviction notices, legal battles, and, for many, homelessness.

The rising tide of evictions



Over 3.6 million eviction cases are filed each year in the U.S., disproportionately affecting low-income renters.¹⁰



In 2023, eviction filings were 50% higher in some major cities compared to pre-pandemic levels.¹¹

Eviction is more than a legal process—it's a financial and emotional crisis. Families with little savings must choose between finding new housing or covering essentials like food, healthcare, and transportation.

The link between evictions and homelessness

Once a tenant is evicted, securing new housing becomes an uphill battle. Many landlords conduct background checks, and an eviction record can be a red flag that leads to repeated housing rejections. Without a stable address, employment opportunities, healthcare access, and even school stability for children are put at risk.



70% of families experiencing homelessness are headed by single mothers, many of whom were evicted from rental housing.¹²



Evictions are not just a symptom of poverty—they are a cause. Eviction increases the likelihood of job loss, worsens mental and physical health, and can push families into generational cycles of instability.¹³



In some states, an eviction stays on a renter's record for up to seven years, making it nearly impossible to secure stable housing.¹⁴

For renters already living paycheck-to-paycheck, an eviction is not just a temporary setback—it's a long-term barrier to housing security.

Breaking the cycle: The need for solutions




Rigid rent policies and penalty structures aren't just inconveniences—they're key contributors to housing instability. Without intervention, evictions will continue to drive homelessness, financial distress, and community displacement.

The solution: Flexible rent payments

How Flexible rent payments break the fee cycle



Flexible rent payments help renters manage cash flow and avoid late fees, overdraft charges, and penalties. By offering the ability to split monthly rent payments into more manageable payments aligned with income schedules, renters can avoid financial penalties and maintain better financial control.

Key features of flexible rent payments

-  **Avoidance of fees and penalties:** Flexible payment systems help renters avoid the risk of late fees, overdraft charges, and other financial penalties that can arise when payments are missed.
-  **Greater financial control & flexibility:** Renters can align their rent payments with their income, spreading payments throughout the month to reduce financial stress and create a buffer against unexpected expenses.
-  **Credit building:** Some flexible rent payment systems report on-time payments to credit bureaus, helping renters build their credit history.

flex. The future of rent payments

Flex is a flexible rent payment tool designed to meet the needs of renters who require more control over their financial obligations. Unlike traditional rent payment models or other alternatives, Flex focuses on providing a responsible and sustainable solution that supports renters without trapping them in harmful debt cycles. Here's how Flex works:

-  **Two payments instead of one:** Renters can split rent into two manageable payments, making budgeting easier.
-  **On-time rent payments:** Property managers get paid in full, reducing late fees and eviction risks.


Flex: A top-rated app for renters

Total ratings: **230,782+**

Average rating: **4.65 stars**

Total reviews: **63,606+**

Positive sentiment: **77%**

 **It's teaching me better spending habits, it allows me to budget and plan my spending wisely, just by giving me extra breathing room to catch up on other bills, enjoy my time at home stress free and really have flexible options with my money!**

– Flex Member

Why Flex is a smarter, safer alternative to traditional rent payments

Flex's commitment to responsible lending and financial support goes beyond simply offering a flexible payment model. Here's why Flex is unique and aligned with the best interests of renters:

No hidden fees or debt traps

Flex operates with complete transparency—there is:

- **No late fees**
- **No compounding or deferred interest**
- **No loan stacking**
- **No revolving debt**




Unlike payday loans or credit cards, Flex does not trap users in a cycle of growing debt. Renters can use the service only when needed and cancel at any time without penalty.

“Since I joined Flex I feel that I have better control over my finances. It’s so easy to sign up and there are no hidden fees. Everything is extremely easy. I’m so glad I signed up for flexibility in my rental payments. Thank you!!

– Flex Member

Responsible financial management



Flex is designed to help renters manage their finances responsibly, not make them reliant on high-cost credit options.

-  **Aligns rent payments with income** reducing reliance on payday loans or credit cards.
-  **Helps avoid financial penalties** such as overdraft fees and late rent fees.
-  **Encourages better budgeting practices** for long-term financial health.

“Really helped me in a bind when I had some unexpected expenses pop up and needed more time until my next paycheck. Fees were straightforward—avoided paying crazy interest from payday loans/credit cards!

– Flex Member

On-time payments through Flex are reported to TransUnion, helping renters:

-  **Build credit history** through responsible rent payments.
-  **Improve long-term financial health** by demonstrating positive payment behavior.


“This app is amazing! Not only has my rent been paid on time for more than a year, it also helped me and my husband’s credit improve.

– Flex Member

Real impact: How Flex is changing lives




For a single mother juggling two jobs, rent isn't just another bill—it's a constant source of stress. Before Flex, one late payment could spiral into hundreds of dollars in fees, forcing her to choose between rent and groceries. Now, with the ability to split rent into manageable payments, she avoids late fees, reduces financial anxiety, and is finally building a safety net.

Unfortunately, her story isn't unique. Across the country, millions of renters are breaking free from the cycle of fees and financial instability. We surveyed 458 active Flex members to see how flexible rent payments are re-shaping financial health and housing stability.

 Helps being able to have my rent paid in full but split into two different payments for me. As a single mom who's fighting to survive pay check to paycheck this helps a lot!

- Flex Member

The results speak for themselves

- ✓ **Fewer late fees & payments:** 92% of renters are avoiding unnecessary costs that once strained their budgets.
-  **Better financial management:** 76.8% experience an improvement in their ability to manage finances and pay bills.
-  **More savings, less debt:** 85% saved money in the past year.
-  **Improved Housing Stability:** 90% improve their overall housing stability.

These findings highlight the real, measurable impact of flexible rent payments. In the following sections, we'll explore each of these key areas in detail.

Avoiding fees and penalties

92% of renters reported that Flex helped them avoid fees or penalties, easing financial burdens and preventing unnecessary costs. More specifically:

81%

avoided **late rent fees**.

35%

avoided **NSF fees**.

31%

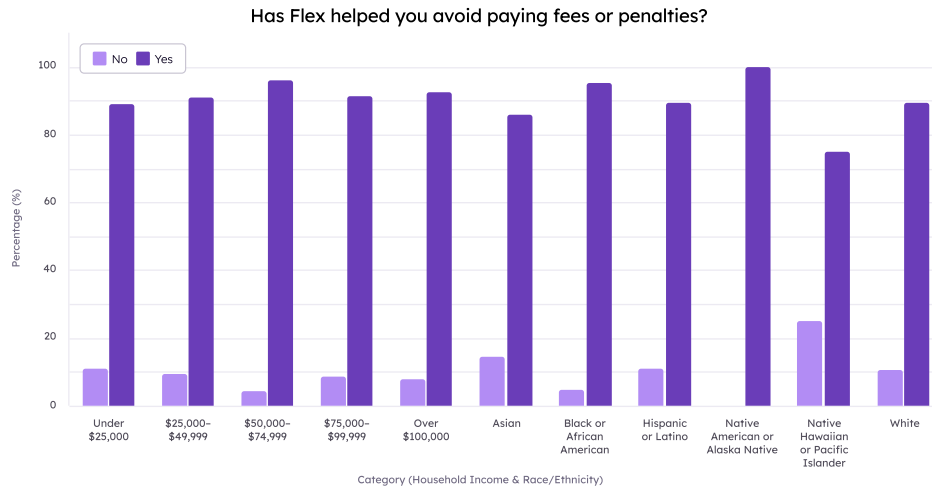
avoided **bill payment late fees**.

30%

avoided **overdraft fees**.

25%

avoided **other fees, such as credit card interest and late fees**.

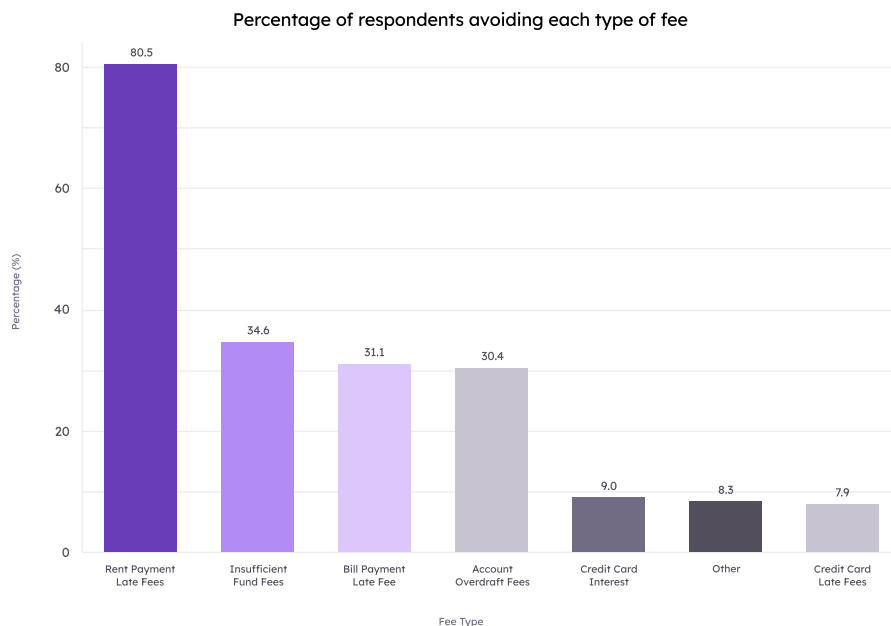


These penalties can create a cycle of financial strain, especially for unemployed renters, who reported avoiding even more fees thanks to the financial safety net Flex provides.

By reducing these penalties, Flex enhances financial stability and offers much-needed relief. The CFPB’s Financial Well-Being Scale provides a framework for understanding financial security, measuring an individual’s ability to manage daily expenses, absorb financial shocks, and maintain control over financial decisions. Flex directly supports these goals by helping renters avoid unnecessary fees, reduce financial stress, and gain greater control over their finances—ultimately fostering a more secure financial future.




“Before Flex, I was paying late fees almost every month. Now, splitting my rent payments has saved me over \$200 in late fees this year.

- Flex Member

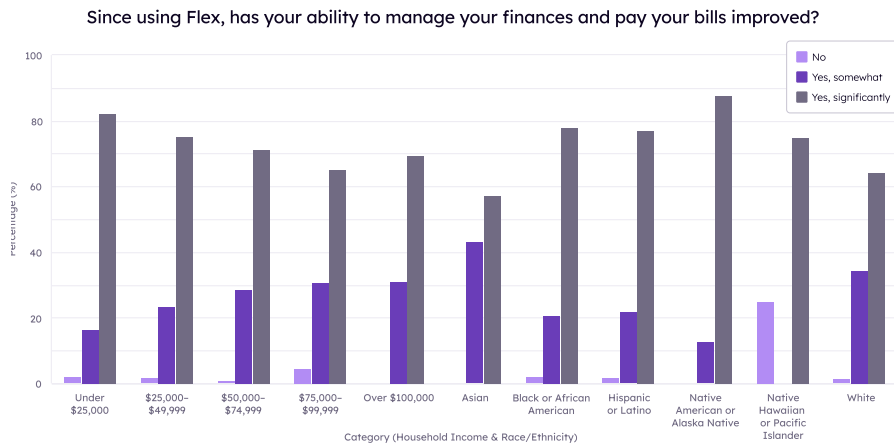



Financial management & long-term health

According to the Office of the Comptroller of the Currency (OCC), true financial health isn't just about income—it's about predictable cash flow, the ability to plan ahead, and freedom from financial stress. The survey results show that Flex is helping renters achieve exactly that.

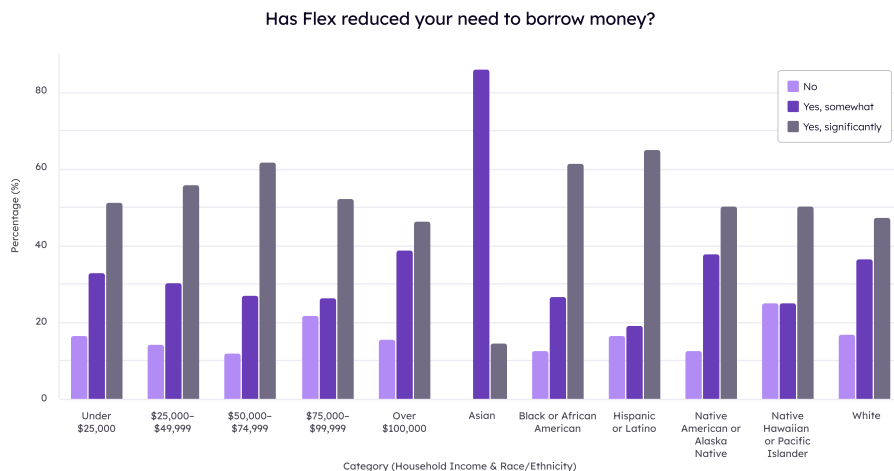
-  **77%** of renters reported a significant improvement in their ability to manage finances and pay bills, while **21%** saw some improvement—highlighting Flex's role in fostering financial stability.
-  **92%** said Flex has positively impacted their long-term financial health, with **55%** experiencing a significant boost.
-  **87%** reported a reduced need to borrow money, with **59%** noting a major reduction, helping to break cycles of debt and improve financial resilience.

These findings highlight Flex's role in promoting financial stability by helping renters better manage expenses, build savings, and reduce financial anxiety—key components of the Office of the Comptroller of the Currency's (OCC) financial health framework.

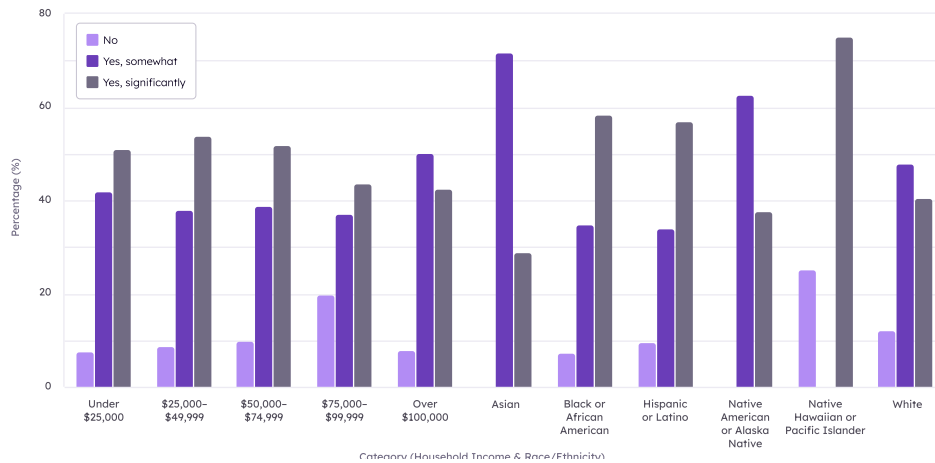


 Having Flex as a payment method has literally changed my quality of life. I am able to budget better, get my rent paid on time, and the app has significantly reduced my money stress!! Thank you!

- Flex Member








Do you feel that Flex has improved your long term financial health?



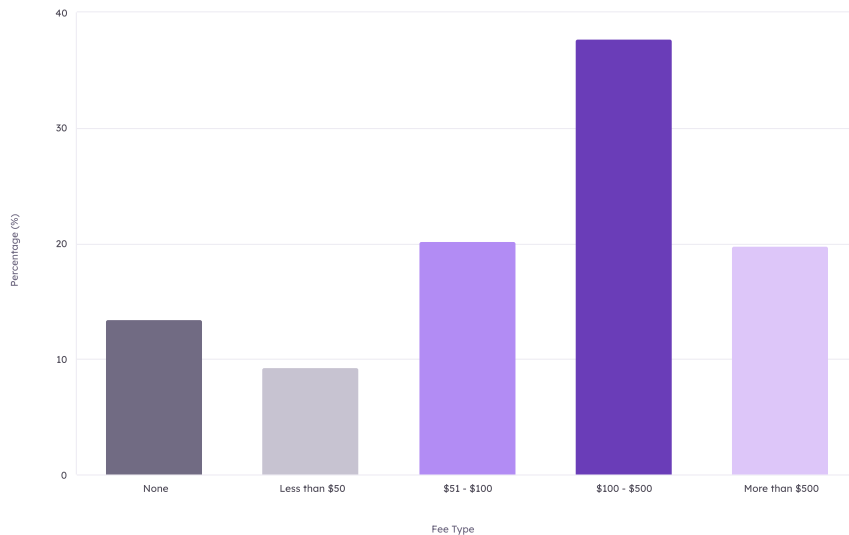
Direct financial savings

85% of renters reported that Flex has saved them money in the past year. Survey results further highlight the extent of these savings:

-  **20%** saved more than **\$500**.
-  **8%** saved less than **\$50**.
-  **39%** saved between **\$100 and \$500**.
-  **15%** saved **\$0**.
-  **18%** saved between **\$51 and \$100**.

These findings underscore Flex’s role as a critical financial tool, helping renters avoid costly fees and improve financial stability. By aligning rent payments with income cycles, Flex empowers users with greater financial control, reduces reliance on high-cost credit, and alleviates financial stress.

How much money would you estimate Flex has saved you in the last year?



Reduced eviction risk

🏠 **90%** of survey respondents reported that Flex has **improved their overall housing stability**, with 65% experiencing a significant improvement.

This impact is particularly pronounced for lower-middle income renters:

📄 **82% reported a reduced risk of eviction**, with those earning under \$50,000 benefiting the most.

📊 Even **higher-income respondents (\$75,000+)** experienced **a positive impact**, though to a lesser degree.

Beyond eviction risk:

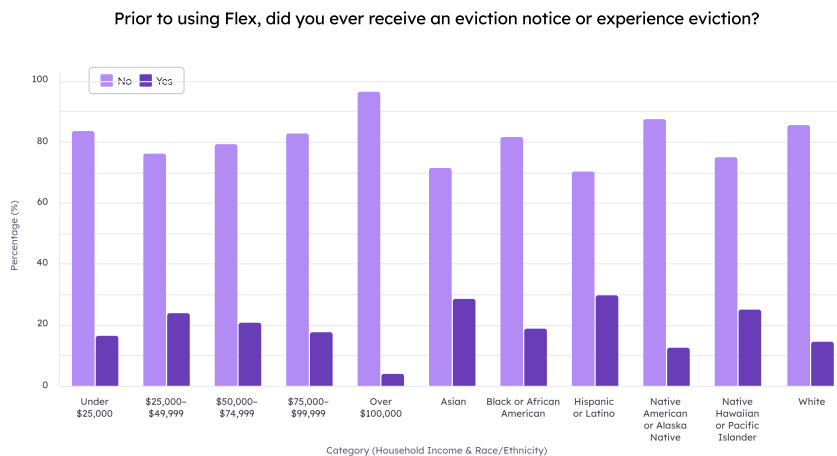
✓ **85% of respondents feel less worried about eviction since using Flex.**

😊 **62% saying they are a lot less worried**, highlighting the crucial role Flex plays in improving financial security and reducing housing instability.

Before using Flex, 20% of respondents had previously received an eviction notice, underscoring that many renters facing housing insecurity have found relief through flexible rent payments.

A path to long-term housing security

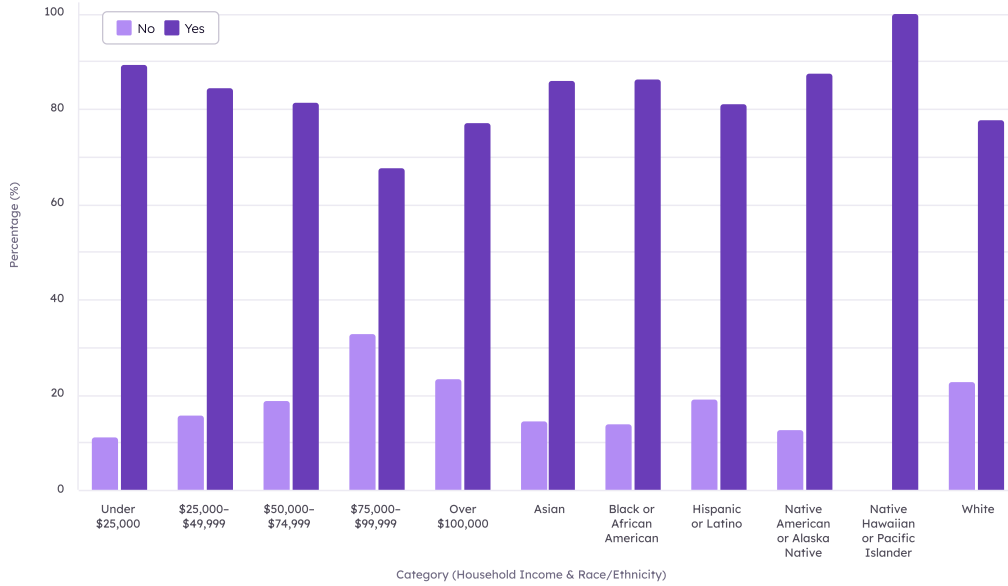
Housing stability is essential for financial well-being. By helping renters stay current on rent, Flex strengthens long-term financial security—aligning with the Department of Housing and Urban Development’s (HUD’s) mission to prevent displacement and promote stable housing.



“Flex has been such a game changer in my life. Last year, I was almost evicted from my last apartment due to some unfortunate circumstances and I was constantly struggling to make ends meet. Ever since moving into my new apartment that had partnered with Flex, I am greatly able to stay afloat without worrying about another eviction notice. I feel like Flex is a MUST have when looking for a new place to call home!

– Flex Member

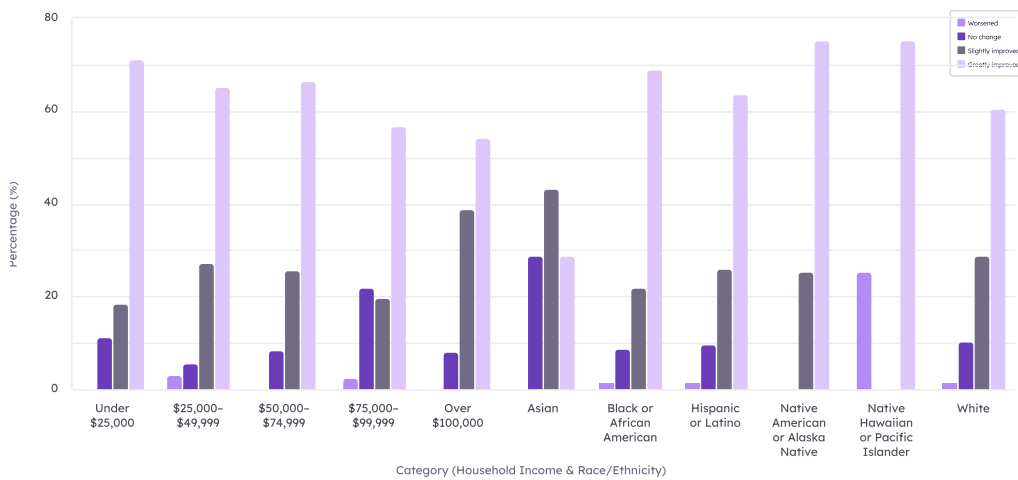
Since using Flex, has Flex reduced your risk of eviction?



“Flex has saved me from eviction and homelessness. Being a single parent, the ability to use Flex has kept me afloat during tough times.”

- Flex Member

How has Flex impacted your overall housing stability?







Addressing common concerns about flexible rent payments

As the demand for financial flexibility in rent payments grows, it's important to acknowledge and address common concerns about flexible rent payments. While this report highlights the benefits of flexible rent payments, we recognize that no solution operates in a vacuum. Below, we proactively address key criticisms to ensure a transparent and comprehensive discussion of how Flex fits into the broader financial landscape for renters.

Avoiding debt cycles: How Flex differs from high-cost credit options

One common concern is that flexible rent payments might inadvertently encourage tenants to rely on external credit, potentially leading to increased debt. Some financial products marketed as “flexible” rent payments function more like credit cards, which could trap renters in cycles of debt accumulation.

How Flex prevents this risk





-  **Not a credit card or payday loan:** Flex does not compound interest or fees, ensuring that users won't accumulate ongoing debt for using the service.
-  **Transparent & predictable costs:** Flex charges a fixed, transparent fee—without compounding interest or penalties. Flex helps renters avoid costly late fees, overdraft charges, and credit score damage.
-  **Promoting responsible budgeting:** By aligning rent payments with income schedules, Flex helps renters avoid the need for emergency credit or payday loans, which often have APRs exceeding 300%.
-  **Credit-building opportunity:** Unlike payday loans, which can damage financial health, on-time Flex payments are reported to TransUnion, helping renters build a positive credit history.

Expanding access: Ensuring flexible rent payments are widely available

The adoption of flexible rent payment platforms varies across different markets, and critics have pointed out that these solutions may not yet be available to all renters.

Flex strongly believes that the most effective, cost-efficient form of flexible rent is one offered through a direct integration with the rental property and/or existing rent payment portal, ensuring the flexible payment solution is accepted by the property and providing a seamless experience for both renter and landlord.




Flex's commitment to accessibility

-  Currently Available in Over 8 Million Rental Units Nationwide.
-  Trusted by Over 2,000 Property Management Companies.
-  Direct integrations: We actively work with property managers and management software providers to expand direct access to flexible rent payments.
-  Future expansion goals: Our goal is to make flexible rent payments a standard offering across the rental industry, ensuring as many renters as possible have access to financial flexibility.

Flexible rent payments & broader housing affordability challenges

Flexible rent payments alone do not solve structural economic issues such as rising rents, wage stagnation, and housing affordability. While our goal is to alleviate financial stress for renters, we recognize that long-term housing security requires systemic policy solutions.

Flex as part of a broader strategy

-  **Complementary to housing policy efforts:** We support policies that are in the best interests of renters.
-  **Not a replacement for wage growth or increased housing supply:** Flexible rent payments work best alongside broader economic improvements, including wage growth and housing affordability measures.
-  **A bridge to stability:** While Flex does not set rental prices or dictate wages, it provides immediate relief to renters navigating financial unpredictability, helping them avoid eviction and financial penalties.

Cost vs. value: Do the benefits of Flex outweigh the cost?

Some may wonder whether the cost of Flex is greater than the savings it provides. While Flex charges a small fee, the financial benefits—avoiding late fees, overdrafts, credit damage, and high processing fees—may outweigh the cost for users.

The true cost of missed or late rent payments

Without Flex, renters facing cash flow issues often resort to costly alternatives:

Expense	Typical cost	Annual impact
Late rent fees	\$81-\$162 per month	\$81-\$162 per month
Overdraft fees	\$35 per occurrence	\$420+
Payday loan interest	300%+ APR	\$600+
Credit card late fees	\$30-\$41 per month	\$360+
Credit card interest (compounded)	24%+ APR	~\$30 per month (\$430+ per year)

By comparison, Flex users pay:

- ✓ **\$14.99/month membership fee**
- ✓ **1% bill payment fee on total rent (\$15 on \$1,500 rent)¹⁵**

For most renters, Flex costs far less than the financial penalties it helps them avoid.

A renter paying \$1,500 in rent faces two scenarios

● Without Flex

- Late rent payment → \$100+ in fees
- Overdraft charge → \$35+ per occurrence
- Relying on a payday loan → \$600+ in interest
- Paying rent online through a property management portal → Up to \$45 in processing fees (3%)





● With Flex


- Rent is split into two manageable payments with a low bill payment fee (1%)
- No costly late fees, overdraft charges, or high-interest debt
- On-time rent payments help build credit instead of damaging it
- Saves up to \$30 per month on card processing fees compared to some property management platforms

“My wife and I both work very hard for our money. The one problem we have is that our paychecks come in on different days and different weeks. Thanks to Flex we have no problem paying rent on time every time. They work with us on the second payment if we want to split it or delay the date. All this for a very reasonable small fee. I try to tell anyone I know in case that would help make things easier.

- Flex Member

More than just cost savings: The full value of Flex

-  **Credit building:** On-time rent payments are reported to TransUnion, helping renters build their credit history.
-  **Housing stability:** By reducing eviction risks, renters avoid costly moving expenses, security deposits, and legal fees.
-  **Financial control:** Aligning rent payments with income cycles prevents financial stress and improves budgeting.
-  **Lower payment processing fees:** Even renters who don't need to split payments may save money by paying in full through Flex at just 1% vs. up to 3% with some property management payment platforms.¹⁶




 **Key takeaway:** Flex isn't just about saving money—it's about financial security and control. When renters split their rent, the benefits far outweigh the cost.

The challenges for property managers: Tenant retention and rent collection

Property managers and landlords face persistent challenges in rent collection, tenant retention, and operational efficiency. Traditional rent payment structures, which require full payment on the first of the month, are often misaligned with renters' cash flow cycles, leading to increased delinquencies, higher eviction rates, and costly turnover. These inefficiencies put financial strain on property owners and create operational burdens for management teams.




High delinquency and default rates

For many renters, rent is their largest monthly expense, but rigid payment structures don't accommodate the reality of variable income. According to TransUnion, 84% of landlords cite rent payment issues as their top concern.¹⁷ When tenants struggle to pay on time, property managers face cash flow disruptions, increased administrative workload, and heightened legal costs due to evictions.

-  Traditional payment cycles do not align with how renters receive income. Over 50% of renters are paid biweekly or weekly, making it difficult to accumulate the full rent amount by the first of the month.
-  Late payments often lead to evictions, which come with legal fees, court costs, and unit vacancies—expenses that can total between \$1,000 and \$3,000 per unit.
-  Default rates result in lost revenue and financial instability for property owners, requiring them to chase late payments or fill vacant units, both of which are resource-intensive processes.

Costly tenant turnover and vacancies


Tenant turnover is one of the largest expenses for property managers. When residents leave due to financial strain or eviction, landlords not only lose rental income but also face significant costs associated with finding and onboarding new tenants.

-  Vacancy-related costs, including advertising, lost rental income, and unit preparation, **can exceed \$3,000 per turnover.**
-  Property owners spend **an average of \$1,750 per unit** on marketing, repairs, and administrative expenses when replacing a tenant.
-  **Tenant retention directly impacts profitability**, as stable, long-term renters reduce operational costs and minimize vacancy loss.

Inefficient rent collection & increased administrative burdens

The traditional rent collection process requires significant manual effort, contributing to inefficiencies in property management operations. Staff members must track down late payments, issue notices, assess late fees, and handle eviction proceedings—all of which take time away from higher-value tasks like property maintenance and resident services.





- Property management teams report spending **up to 70% of their time** on collections, late payment notices, and legal filings.
- Delinquency and eviction cases result in **hidden costs** that are rarely measured, such as the time and stress involved in pursuing overdue rent payments.
- Traditional rent systems create a **negative renter experience**, leading to complaints, disputes, and strained landlord-tenant relationships, further contributing to turnover.

 **Key takeaway:** Traditional rent collection methods create high delinquency rates, costly evictions, and operational inefficiencies for property managers. Flexible rent solutions improve on-time payments, reduce turnover, and enhance overall financial stability for both renters and landlords.

The benefits of flexible rent payments for property managers

Lower vacancy rates & higher retention




Flexible rent payment payments benefit both renters and property managers by improving cash flow reliability and reducing turnover. Research indicates that property owners implementing flexible rent structures see significant improvements in tenant retention and on-time payments.

-  The Irvine Company observed a **20% reduction in default rates** after introducing flexible rent options, leading to fewer evictions and stabilized cash flow.¹⁸
-  Related Companies reported a **30% increase in on-time rent payments** when tenants could select their payment dates.¹⁹
-  Zillow Group found that landlords offering flexible rent options experience higher tenant engagement and lower vacancy rates.²⁰
-  Greystar, a leading property management firm, noted a reduction in eviction rates and legal fees when implementing flexible payment systems.²¹



By aligning payment schedules with tenants' income cycles, flexible rent payments help property managers retain renters while minimizing costly vacancies.

Ensuring financial stability for property owners

Late rent payments and high turnover rates create financial strain for landlords. Flexible rent payments offer a way to mitigate these risks while improving operational efficiency.

-  84% of landlords cite payment issues as their top concern.²²
-  Tenant turnover costs, including vacancy loss and leasing expenses, range between \$1,000 to \$3,000 per unit.²³
-  Flexible rent programs reduce delinquency rates, allowing property managers to recover rent from tenants who may otherwise default.

In practice, property owners using these tools see on-time collection rates improve (since the service facilitates rent being paid upfront), while incidences of late fees and collections drop. Greystar's implementation of Flex, for instance, resulted in fewer late-payment incidents, so staff spent less time on collections and confrontations.²⁴





-  Some property managers report that automating such plans **cut down their collection efforts by 70%** – a significant operational cost savings.²⁵
-  The Irvine Company's pilot showed that **defaults fell by one-fifth** after introducing flexible terms.²⁶

“ I love having this resource for my residents because it reduces delinquencies week over week. Not having larger balances stuck in my AR reports and not having to worry about having to file an eviction.

– Property Manager

Reducing evictions & legal costs

Evictions are costly and disruptive for both tenants and landlords. Property managers that implement flexible rent programs can significantly reduce eviction rates and legal expenses.

-  Every year, landlords file 3.6 million eviction cases across the U.S., racking up an estimated \$1.26 billion in legal fees and court costs.²⁷
-  A property management pilot study revealed that tenants given the option to pay rent in two payments had zero defaults or evictions.²⁸
-  Irvine Company reported a 20% drop in defaults after instituting flexible payments meant many families avoided eviction entirely.²⁹
-  Greystar and other big operators have reported that offering realistic payment timelines directly cuts down on eviction cases.³⁰

“I am a property manager and a renter. I tried this app out so I could test it before recommending it to my tenants. It has been so helpful!! It really feels like it was developed by working class people...As a renter this has literally saved my family from not having food. I had to make an unexpected purchase last month and it took a big chunk out of my paycheck that I needed to pay rent with. Being able to divide my rent in half gave me money for groceries for those two weeks.

- Flex Member and Property Manager

Every eviction means saved court fees (often \$50-\$500 just to file, plus attorney fees) and management time. By keeping residents in their homes and on track, flexible rent models reduce these “hidden costs.”

“No one measures how much it costs to pursue late fees and evictions.”³⁴





- Property management CEO

Greystar’s use of Flex, for example, was noted to minimize the need for punitive measures like late fees or legal action because tenants were rarely late under the new system³¹. This not only saves money, it also improves community stability and landlord-tenant relationships, which is a long-term benefit for property owners.

By offering flexible rent schedules, property managers can prevent costly evictions, ensuring greater housing stability and reducing legal burdens.

Meeting market demand and gaining a competitive edge

As financial behaviors shift, rental markets must adapt to new tenant expectations. Many renters, particularly millennials and gig workers, require flexible rent options to align with their income cycles.

-  **50% of renters receive biweekly or weekly income**, making traditional rent due dates misaligned with cash flow.³²
-  Property managers offering flexible rent options attract a broader tenant base, particularly among younger renters and gig economy workers.
-  Automated and flexible rent platforms help landlords improve collections while reducing tenant churn, providing a competitive advantage.
-  **50% of recent renters are already paying rent online**, and many more say they’d prefer digital and flexible payment options if available.³³

Property managers who adopt flexible rent payments early gain a marketing and retention edge.




One property management CEO observed that flexible rent offerings have **saved site teams significant time (up to 70% less on collections)** and simplified rent day stress, allowing staff to focus on better service.³⁴ This improved operational efficiency and resident experience ultimately make a property more competitive.


Flex it Forward: Direct rental assistance program

Preventing evictions when it matters most

Flex goes beyond flexible payments by offering direct rental assistance through our **Flex it Forward** program—providing crucial financial support to qualified renters at risk of eviction.

How it works




-  Uses predictive analytics to identify renters at risk.
-  Provides \$300 to \$1,000 in rental assistance.
-  Helps prevent evictions.


 I can't imagine the panic I would be in if not for Flex. They helped me when I received an eviction notice and covered my first payment. Phew! Definitely the pinnacle of service, and a reason I am thankful for the good people over at Flex.

- Flex Member

Impact

By integrating rental assistance with flexible rent payments, the Flex it Forward program offers a more comprehensive housing stability solution.

-  **Renters stay in their homes:** Covering rent gaps prevents unnecessary evictions and helps renters regain financial stability.
-  **Property managers benefit from lower delinquency rates:** Proactive assistance ensures landlords reduce arrears and eviction-related costs.
-  **Scalable social impact:** Designed to attract external funding from philanthropic organizations and property management companies, enabling broader housing security initiatives.

 This will keep me and my family off the street and from losing everything we have worked for. I did not think anyone would help us, and Flex did! Thank you!!!!

- Flex Member

A unique differentiator in the market

Through Flex, we are redefining what it means to provide rental financial support—ensuring that renters have not only flexibility but a safety net when they need it most.

Conclusion: A win-win solution for renters and property managers

With a reach spanning over eight million units and facilitating \$12 billion in rent payments to date, Flex is transforming the rental industry by offering renters financial stability and property managers greater predictability. By eliminating late fees, reducing eviction risks, and improving overall financial well-being, Flex breaks the cycle of financial insecurity that burdens millions of renters each year.

The data speaks for itself: renters using Flex save money, avoid unnecessary penalties, and gain control over their finances, while property managers benefit from on-time payments, lower turnover, and reduced eviction-related costs. Trusted by nearly 1.4 million renters and over 2,000 property management companies, Flex is more than just a financial tool—it's a proven solution for housing stability and economic empowerment.

As the rental landscape continues to evolve, solutions like Flex will set the new standard for affordability, predictability, and housing stability. **The future of rent isn't just flexible—it's built for the reality of how people live and earn today.**

Sign up here <https://getflex.com/newsletter> to get updates from Flex—straight to your inbox!

For additional details or inquiries, please contact
Ryan Metcalf, VP of Public Affairs at Ryan.Metcalf@getflex.com

Appendix

Methodology

Survey design: The survey was structured to assess Flex’s impact on key financial behaviors, fee avoidance, housing stability, and overall financial well-being.

Survey administration & incentives: To encourage participation, respondents were given the opportunity to enter a drawing for a \$100 gift card. While incentives can increase response rates, they may also introduce some self-selection bias, as individuals motivated by the incentive may differ in certain ways from the broader population.

Sampling & representativeness: The survey was distributed to a randomly selected group of 7,600 active Flex customers that have paid at least one bill. We received and analyzed 458 responses to the survey.

Key differences between the survey sample and the overall Flex customer base were observed, particularly in age and credit score distribution:

- The survey overrepresented older users (55+) and those with lower credit scores, while younger users (18-24) and higher-credit-score customers were underrepresented.
- These differences suggest that survey findings may reflect a population with greater financial challenges than the total Flex customer base.

While the survey results provide valuable insights into how Flex supports financially vulnerable users, differences in representation should be considered when interpreting findings.

Flexible Finance, Inc. (“Flex”) is a financial technology company, not a bank. All lines of credit, banking services, and payment transmissions are offered by Lead Bank. An application and credit assessment are required for approval. Credit line amounts vary based on eligibility (graphics are illustrative only); to access a credit line, you are required to make timely payments each month. Unsecured lines of credit are provided for a recurring monthly membership fee of \$14.99 at 0% APR. A bill payment fee of 1% of your total rent is also charged when you pay your rent using the Flex app (additional card processing fee applies when using a credit card). Memberships automatically renew until canceled. Secured lines of credit are provided at 0–9% APR based on your credit worthiness. You are required to maintain a security deposit with Lead Bank. Other third party fees may apply. See your offer for more details. Positive rent payment history and information about your line of credit may be reported to one or more national credit bureaus. Terms and conditions apply. All loan proceeds are disbursed by Lead Bank; neither Flex nor any of its subsidiaries disburse loan proceeds or engage in the movement of consumer funds. Brokering activities are performed by Flexible Finance Brokering, Inc. Servicing and collection activities are performed by Flexible Finance Servicing, Inc.

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