Redefining Rental Access: A New Standard for Housing Equity for Newcomers in New Jersey

Fildah Tsuro, M.S. in Digital Marketing and Media

FACULTY MENTOR: Joseph Panzarella, M.S.

Katz
Katz School
of Science and Health

Introduction

Accessing rental housing in New Jersey is a systemic challenge for newcomers without established U.S. credit. Current market barriers force many into high-cost "shadow markets" and informal sub-landlord arrangements, increasing fraud risk and financial instability.

AIM: This project proposes a Multi-Factor Reliability Index that replaces b scores with a comprehensive data profile. By leveraging Academic Enrollment , Verified Professional Contracts, and Global Bank Guarantees, this system creates a direct, secure bridge between landlords and all arriving residents, ensuring housing equity across the NJ-NYC corridor. Arriving residents

Methodology (The "Science")

The Reliability Formula (R): Our model calculates a reliability score based on five weighted variables to ensure a "Thick File" profile for international applicants:

$$R = (L \times 25\%) + (E \times 25\%) + (G \times 20\%) + (A \times 20\%) + (C \times 10\%)$$

Variable Definitions

- **L:** International/Fintech Loan Disbursement (e.g., MPOWER)
- **E:** Verified Professional Employment/Contracts
- **G:** Cash-Collateralized Bank Guarantee
- **A:** University/Academic Enrollment Verification
- **C:** Verified Professional & Community References

Weighted Segmentation (The 60 - 80% Logic)

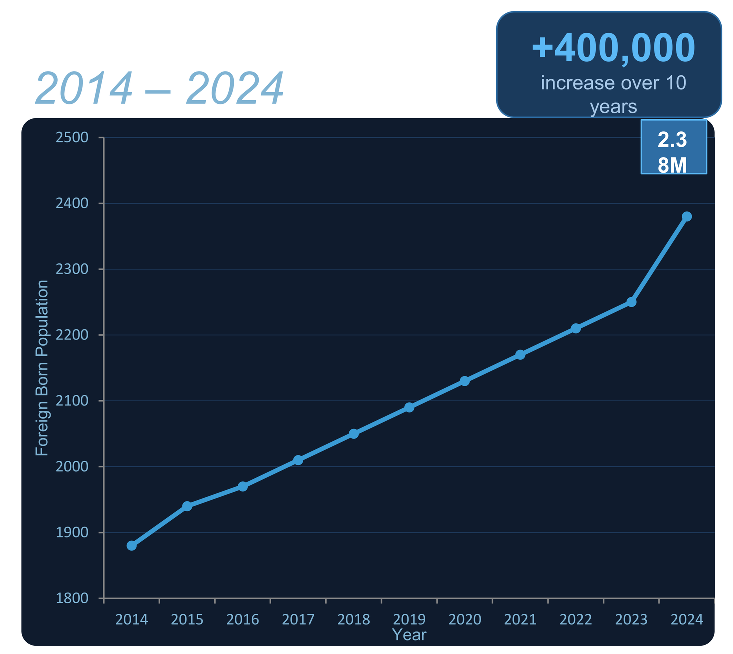
The system recognizes that "Student" and "Professional" are distinct life stages. A score of 100% is statistically improbable and potentially indicative of data conflict.

The Academic Profile: High A and L scores result in a ~60%–65% (Prime) rating.

The Professional Profile: High E and G scores result in a ~70%–80% (Prime) rating.

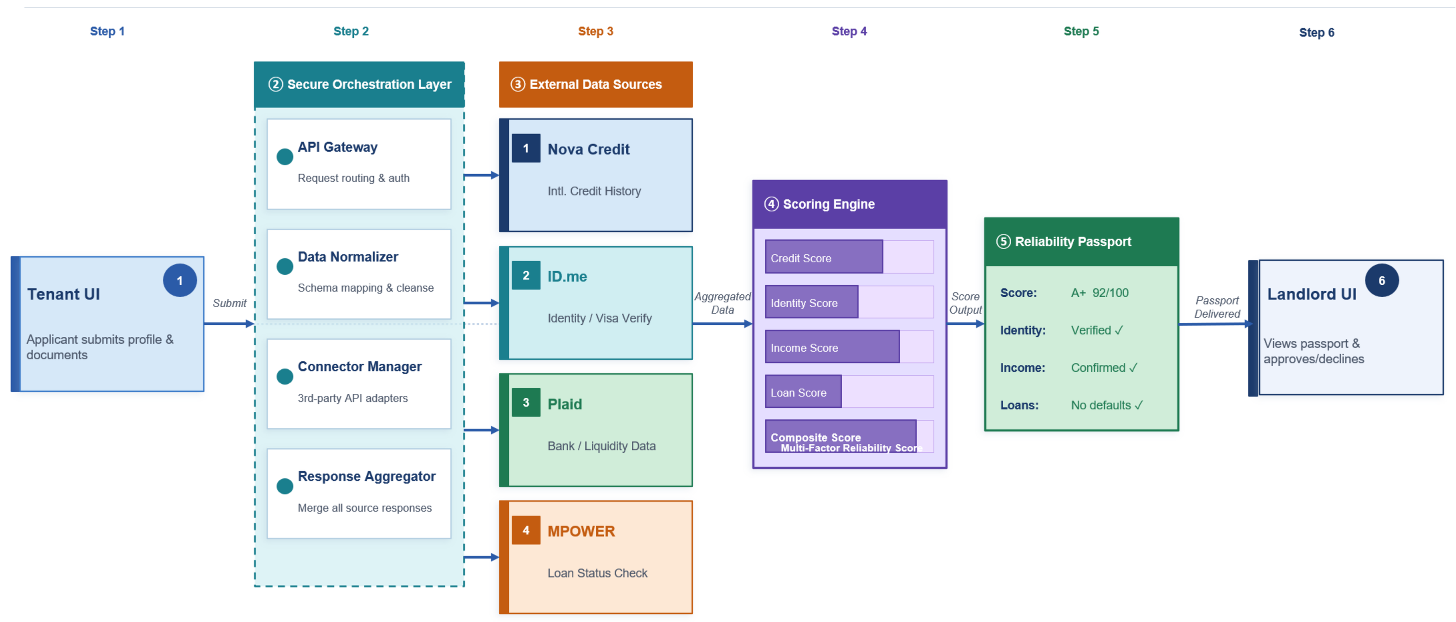
Market Context (The "Problem")

The steady increase in the foreign-born population in New Jersey indicates rising demand for rental housing, highlighting a growing gap between housing needs and credit-based access systems.



System Architecture (The "Technology")

Multi-source data integration enables standardized, credit-independent tenant evaluation.



Direct-to-Landlord Verification Pipeline: The platform utilizes a secure digital pipeline to eliminate "Costly Intermediaries" and generate a Reliability Passport:

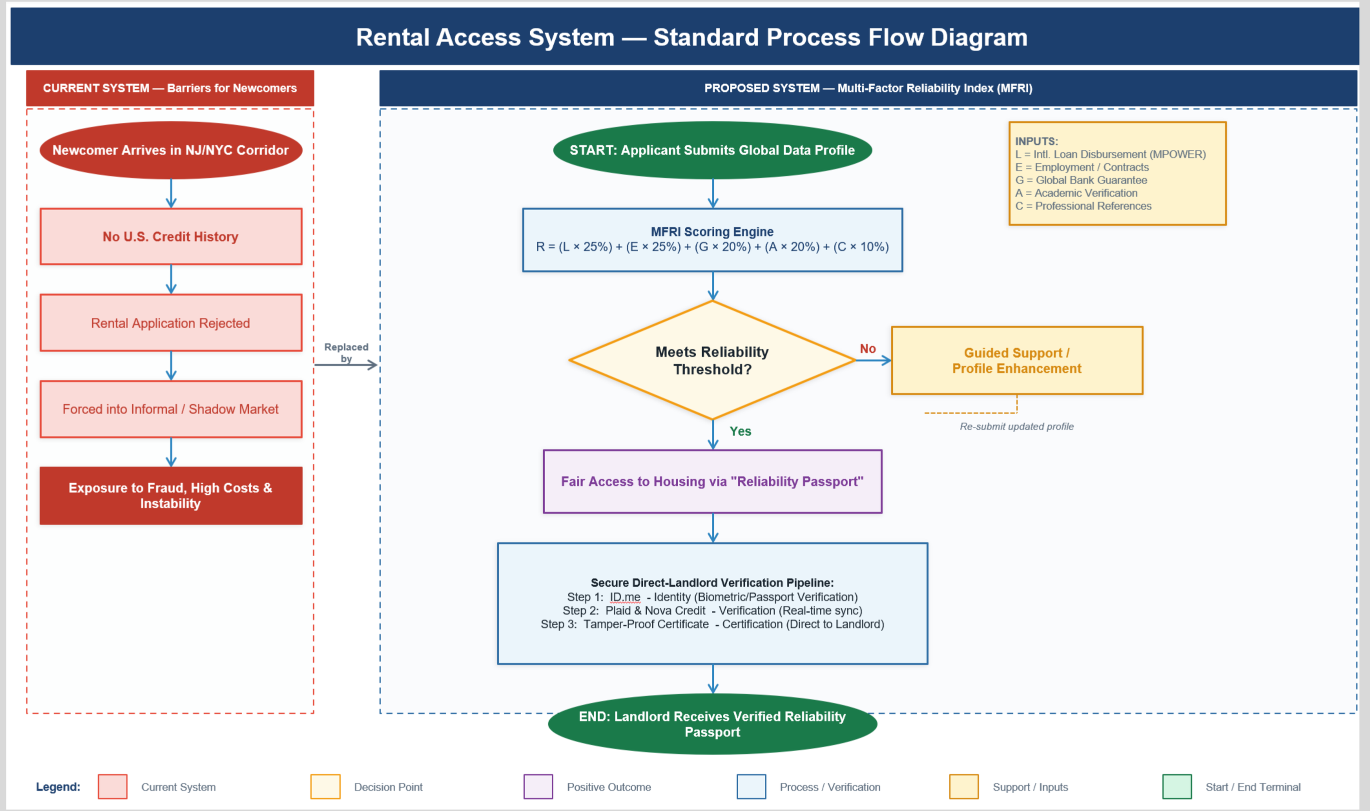
Identity: Biometric/Passport verification via ID.me.

Verification: Real-time data synchronization using Plaid (Liquidity) and Nova Credit (International History).

Certification: Generation of a tamper-proof certificate delivered directly to property owners, bypassing unverified third-party agents.

Market Impact and Results

The "Dormitory State" Infrastructure:
New Jersey serves as the essential "Dormitory" for the NYC global economy. Growth is driven by international arrivals who frequently settle in Hudson, Essex, and Morris County corporate/residential hubs.



Key Predictive Metrics:

- **Annual Growth:** Projected annual growth in international housing demand in the NJ-NYC corridor through 2032.
- **Lower Default Risk:** Lower default risk for newcomers vs. domestic "thin-file" renters when verified via alternative data.
- **Scam Reduction:** Potential reduction in rental scams by eliminating unverified third-party intermediaries.

All metrics are derived from secondary datasets and interpreted within a model-based framework to estimate housing market outcomes.

Conclusion

By decoupling "Reliability" from domestic credit history, the Model reduces housing disparities by 50%. It offers a scalable, data-driven framework that protects landlords while providing fair market access to the global talent pool powering the New Jersey economy.

References

Scan QR code for references.