

Global Rent Guarantor Service Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Rent Guarantor Service market size is expected to reach \$ 2373 million by 2032, rising at a market growth of 7.4% CAGR during the forecast period (2026-2032).

Rent Guarantor Service refers to a lease performance guarantee service provided by an individual guarantor or a third-party professional organization for tenants. When tenants have insufficient income, a weak credit history, lack a local guarantor, or fail to meet the landlord/apartment operator's eligibility criteria, the guarantor will assume responsibility for rent, damages, late fees, or some legal fees within the agreed scope in the event of tenant default, thereby increasing the tenant's approval rate and reducing the landlord's bad debt risk.

The core drivers of growth in the past two years have been the simultaneous increase in rental thresholds and changes in the tenant structure: On the one hand, rent burdens, credit checks, and income multiple requirements remain stringent, leading to a continued increase in demand for 'third-party guarantees instead of family and friends guarantees' among students, new immigrants, freelancers, and those without local credit records; on the other hand, renting is shifting from transitional living to a longer-term choice, prompting apartment operators to adopt more flexible risk control tools to expand their potential customer base without significantly relaxing entry standards.

From the perspective of landlords and property operators, rental services are evolving from simple 'supplementary guarantees' to risk management and conversion improvement tools. In recent years, concerns about rental application fraud, falsified income statements, and identity theft have risen significantly in the US multi-family housing market. A staggering 93.3% of surveyed operators reported experiencing rental fraud in the past 12 months, with falsified pay slips, employment certificates, and

inaccurate application information being the most common. Therefore, the market is moving towards an integrated approach encompassing 'guarantee + identity verification + income verification + fraud detection + rent guarantee insurance.'

This report studies the global Rent Guarantor Service demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Rent Guarantor Service, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Rent Guarantor Service that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Rent Guarantor Service total market, 2021-2032, (USD Million)

Global Rent Guarantor Service total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Rent Guarantor Service total market, key domestic companies, and share, (USD Million)

Global Rent Guarantor Service revenue by player, revenue and market share 2021-2026, (USD Million)

Global Rent Guarantor Service total market by Type, CAGR, 2021-2032, (USD Million)

Global Rent Guarantor Service total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Rent Guarantor Service market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include RentGuarantor, Housing Hand, Homeppl, Guarantid, Insurent, Your Guarantor, Leap, Build To Rent, TheGuarantors, Cosign, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Rent Guarantor Service market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Rent Guarantor Service Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Rent Guarantor Service Market, Segmentation by Type:

Individual Guarantor Service

Corporate Guarantor Service

Global Rent Guarantor Service Market, Segmentation by Service Model:

One-Time Lease Guarantee

Subscription-Based Guarantor Service

Global Rent Guarantor Service Market, Segmentation by End User:

Individual Landlords

Multifamily Property Managers

Build-To-Rent Operators

Student Housing Operators

Others

Global Rent Guarantor Service Market, Segmentation by Application:

Student

Staff

Others

Companies Profiled:

RentGuarantor

Housing Hand

Homeppl

Guarantid

Insurent

Your Guarantor

Leap

Build To Rent

TheGuarantors

Cosign

Glow Move

Unkle

Casa Inc

Japan Identification

Nihon Safety

Goodlord

Guarantor Insure

UK Guarantor

Key Questions Answered

1. How big is the global Rent Guarantor Service market?
2. What is the demand of the global Rent Guarantor Service market?
3. What is the year over year growth of the global Rent Guarantor Service market?
4. What is the total value of the global Rent Guarantor Service market?
5. Who are the Major Players in the global Rent Guarantor Service market?
6. What are the growth factors driving the market demand?

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