

Global Rent Guarantor Service Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Rent Guarantor Service market size is predicted to grow from US\$ 1365 million in 2025 to US\$ 2315 million in 2032; it is expected to grow at a CAGR of 7.9% from 2026 to 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.'

LPI (LP Information)' newest research report, the 'Rent Guarantor Service Industry Forecast' looks at past sales and reviews total world Rent Guarantor Service sales in 2025, providing a comprehensive analysis by region and market sector of projected Rent Guarantor Service sales for 2026 through 2032. With Rent Guarantor Service sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Rent Guarantor Service industry.

This Insight Report provides a comprehensive analysis of the global Rent Guarantor Service landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Rent Guarantor Service portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Rent Guarantor Service market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Rent Guarantor Service and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Rent Guarantor Service.

This report presents a comprehensive overview, market shares, and growth opportunities of Rent Guarantor Service market by product type, application, key players and key regions and countries.

Segmentation by Type:

Individual Guarantor Service

Corporate Guarantor Service

Segmentation by Service Model:

One-Time Lease Guarantee

Subscription-Based Guarantor Service

Segmentation by End User:

Individual Landlords

Multifamily Property Managers

Build-To-Rent Operators

Student Housing Operators

Others

Segmentation by Application:

Student

Staff

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

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

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