



## **Igluu and Insurent JV launch rental platform**

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New York, NY According to Igluu and Insurent, the firms have formed an exclusive partnership. Igluu, one of the largest NYC rental platforms, and Insurent, a leading guarantor of residential leases accepted by over 450,000 apartments representing over 4,300 buildings in the city.

While Igluu always protects agents' exclusive listings, Insurent spends almost \$1 million annually on marketing initiatives and drives traffic to the site.

Since inception in 2016, Igluu gained on popularity and became one of the largest rental platforms in the city with over 18,000 apartments.

Insurent is a tool for brokers and landlords to close deals for college and professional graduates entering the workforce, foreign employed persons, U.S. and international students, self-employed persons, and U.S. and non-U.S. persons with cash assets.

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