

Commentary by

competiscan

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LevelCredit builds exposure of their Credit Builder service through partnerships with fintechs and financial tracker tools



About the author:

Jessica Duncan is Director of Research and Insights at Competiscan with expertise in financial services and in-depth knowledge of direct to consumer marketing.

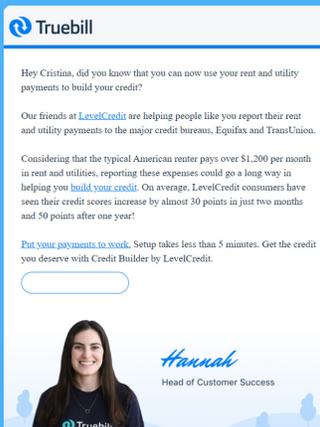
LevelCredit, a rental reporting service provider, has been building exposure to their Credit Builder service since rebranding in 2019.

The subscription service offers customers the ability to improve their credit rating by reporting rent and utility payments directly to the bureaus through linked banking accounts. These payment types are typically not included within the bureau's scoring models.

While several companies similar in nature exist, LevelCredit appears to be making a marketing push and strategic moves that could help propel their adoption, especially given the current economic landscape.

"Hey Christina, did you know that you can now use your rent and utility payments to build your credit?"

Truebill, August 5, 2020



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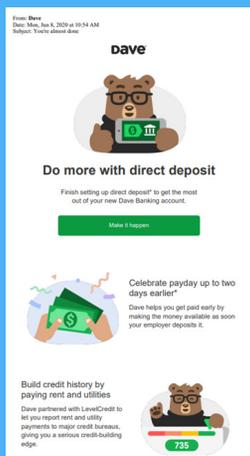
Notably, **LevelCredit** has been observed partnering with those that have a focus on targeting the next generation of influence, Generation Z. Generation Z, born between 1995 and 2015, are the first generation to grow up in the modern world of smartphones and instant access at their fingertips.

Those on the high end of this generational cohort are entering the early stages of financial independence and initiating banking relationships. Their growth of financial literacy and understanding of credit is critical, and it is likely they will gravitate to companies that offer seamless and fully integrated financial experiences.

Other partnerships observed include the fintech, **Dave**, where the Credit Builder service is offered as part of the banking account package.



This partnership makes sense for both parties, as the habits and financial education formed now may impact larger financial decisions down the road and likely influence the banking partners they choose in the future.



Build credit history by paying rent and utilities

Dave partnered with LevelCredit to let you report rent and utility payments to major credit bureaus, giving you a serious credit-building edge.



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