

Rent.™

Webinar Guide

Optimize Every Property in Your Portfolio

Three proven ways
to craft a more
personalized online
presence





Each community is unique, bringing a diverse set of challenges for property teams. In this guide, you can explore the research behind proven ways to easily attract new renters, engage prospects during their search, and nurture resident relationships.

Here are **3 ways to craft a more personalized online presence** for your properties to resonate with renters:

Highlight property location.

Strengthen your apartment marketing with geofencing
by Jason Ridgway

[Page 3](#)

Target actively searching renters.

Three performance-driven social advertising tips for
busy leasing teams by Rachel Richardson

[Page 7](#)

Search advertising: 5 reasons why RentSearch. is an
award winner by Colin Kiley

[Page 12](#)

Maintain online reputation.

Research-backed ways to boost renter engagement with
Google Business Profiles by Jon Leckie

[Page 16](#)

Your property's reputation can boost SEO and renter
leads. Here's how. by Rachel Richardson

[Page 20](#)



Strengthen Your Apartment Marketing with Geofencing

By Jason Ridgway

Quick insights:

- Geofencing can be a powerful tool in your apartment marketing strategy to generate awareness in the discovery phase.
 - Important factors for choosing your fences include competitors, local attractions, employers, and more.
 - While the Fair Housing Act prohibits certain location-based advertising practices, geofencing offers a safe alternative targeting option.
-

Property Management Companies (PMCs) are always looking for the latest and greatest ways to [promote their properties](#). This means not only driving leads for bookings, but also making sure your name is out there and top of mind for potential renters with strong branding campaigns. So, what

avenues can be effective for multifamily housing branding? One powerful tech solution that drives awareness with renters is geofencing. As with any emerging technology, you may ask a few questions before adopting. What is geofencing? How is it used for apartment marketing? How do I make sure I am choosing the right geofences? Why is geofencing effective for my properties? Let's explore geofencing and answer all your questions.

What is geofencing?

Geofencing is a marketing tool that allows you to target potential customers based on specific locations they have visited or are currently visiting. You start by choosing the locations you want to target. Once your locations are selected, they get blueprinted, meaning a digital fence is placed around the area of each location.

This digital fence can tell whenever someone enters and leaves the fenced location. These people can be served ads while they are on location through a variety of app-based display ads. They can also be added to audiences you can then remarket to, serving them ads even when they have left the geofences you have in place.

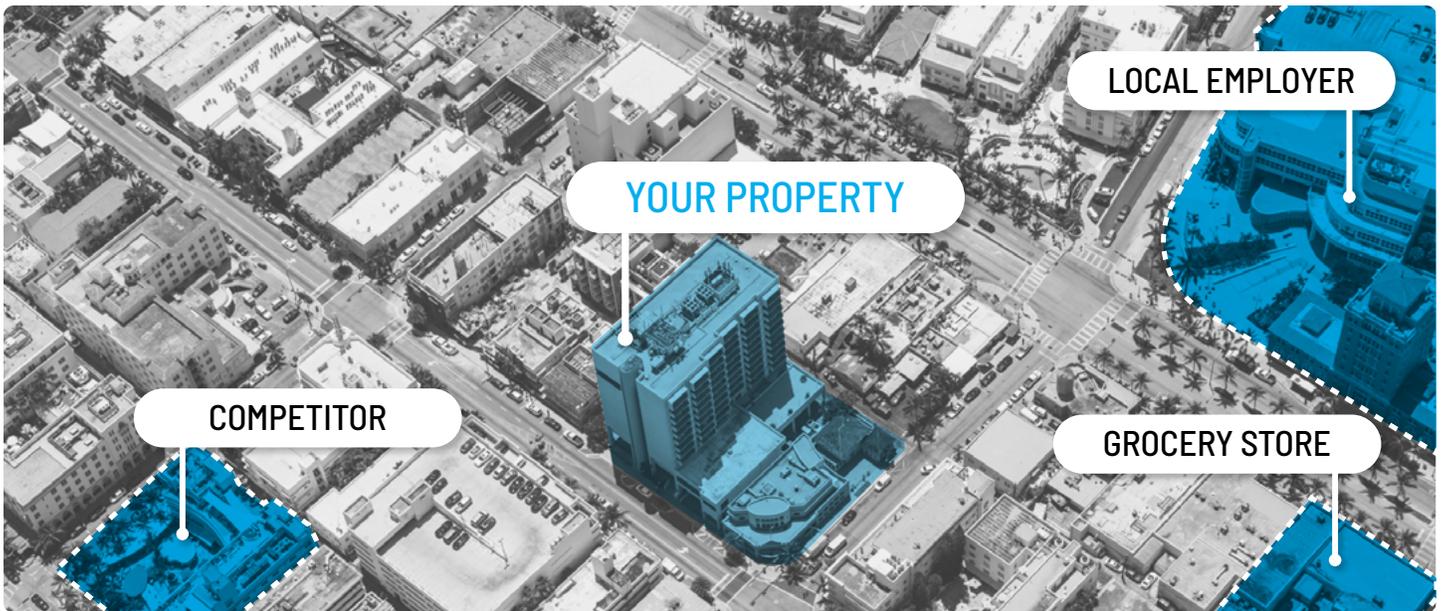
It's important to remember that geofencing campaigns are most effective at branding. They are a great way to get your name out in front of people. The goal with geofencing is ad impressions, the number of times people see your ad, and not 'number of leads' or 'inquiries' or other goals you may have.

Now that you know what geofencing is and how it is used, you're probably asking yourself one big question.

How do I choose which locations I should be geofencing?

There are a number of factors to consider in choosing which locations to





target. You want to have a good mix of locations and make sure you are targeting the right people. While [demographic targeting](#) is off-limits due to the [Fair Housing Act \(FHA\)](#), there are still ways of making sure you are targeting the right people. Start by asking yourself questions about your current residents and your potential future residents.

- What makes them want to live in this area?
- Are there attractions nearby people would want to live nearby?
- Are there major employers nearby whose employees may want to minimize their commute?
- Who are your biggest competitors in the area?

Answering these questions will give you a great starting point from which to build your list of locations. Think hard about why people want to be in your neighborhood and choose those big attractors as targets.

There are some restrictions however. Schools below the university level are considered too sensitive because of the number of underage children you could potentially target, and certain medical services are too sensitive as well for privacy concerns.

Now you're left with one final question.

How is geofencing effective for rental advertising?

As we mentioned before, targeting options are often limited for multifamily marketing, as the Fair Housing Act prevents targeting by any of the usual

demographics marketers like to use. This forces our industry to get creative in how we find and target renters.

Geofencing is a powerful tool for driving brand awareness across a wide variety of locations and, therefore, a large number of potential renters without having to use any prohibited targeting demographics. We can think about how people live, work, and play in our neighborhoods and therefore what drives people to want to live nearby.

With geofencing we can take all the places that attract people to our area and target them with ads. It's almost like saying, do you love working and playing in this area? Why not live here?

As a branding and exposure product, geofencing helps to keep your brand top of mind. This means that when a potential renter decides they do want to live in a particular neighborhood, your property will stand out in their mind. This makes them likely to seek you out directly and prioritize you over your potential competitors.

All these factors make geofencing a strong branding tool, and something you definitely want in your toolkit for apartment advertising. However, you have to use third-party tools or vendors in order to implement geofences. So rather than learn the technical side of the latest technology, it may be worth seeking a trusted partner, such as Rent. and our new Geofencing solution, to do the heavy lifting for you.



Jason Ridgway
Digital Marketing Analyst

Jason Ridgway is a Digital Marketing Analyst on the Rent. team. He graduated with a Management degree from Georgia Tech in 2011, and completed his Master's in Entertainment Business at Full Sail in 2018. Jason has been marketing for over a decade and came from the vacation rental industry in Hilton Head Island, SC. Outside work Jason enjoys gaming, movies, music (especially concerts), and exploring varied cuisines.



Three performance-driven social advertising tips for busy leasing teams

By Rachel Richardson

Quick insights:

- People are expected to spend increased time on social media compared to pre-pandemic levels, creating more opportunities for multifamily marketers.
 - With tools designed for multifamily, you can focus your budget on renters that are actively searching in their local area while remaining compliant with Fair Housing regulations.
 - Leasing teams can save time with social media advertising tools that integrate with Internet Listing Services and Property Management Systems.
-

Social media advertising is not just for consumer goods brands. With the right strategies, apartment communities can effectively and cost-

efficiently reach in-market renters on their favorite social channels.

We'll go over three areas of social advertising that you can reexamine to improve your results and reduce your ad management efforts. But first, let's cover why social is a major leasing opportunity right now.

Why social is a prime channel to engage renters

Social media is an increasingly beneficial channel for many multifamily marketers as people are engaging on these platforms like never before. Social distancing ignited digital connection, bringing higher levels of online activity as communities found new ways to come together. In 2020, overall user visits to Instagram [increased by 43 percent](#) and usage on the already popular Facebook rose by 3 percent.¹

Users are visiting social media sites for longer stretches of time. Research finds that adult social network users are expected to spend more time on social platforms than they did pre-pandemic, totaling up to [1 hour and 35 minutes](#) per day on average.² Similarly, almost half of in-market renters reference a property's social accounts during their search.³

This focused attention from renters can help you boost your renter acquisition strategy. Apartments communities traditionally use organic social media for resident retention by showcasing amenities, providing event updates and encouraging two-way discussion. Social media advertising expands organic efforts by helping your property engage new audiences outside of the current followership.

Wondering where to start? Here are three ways to effectively attract new renter leads with social advertising.

One: Save budget with quality data and audience targeting

More than eighty percent of people looking to rent are on Facebook,⁴ but properties face unique challenges in reaching those renters. [Fair Housing Compliance](#) requirements in Facebook's advertising platform put limits on how multifamily communities develop audience lists.

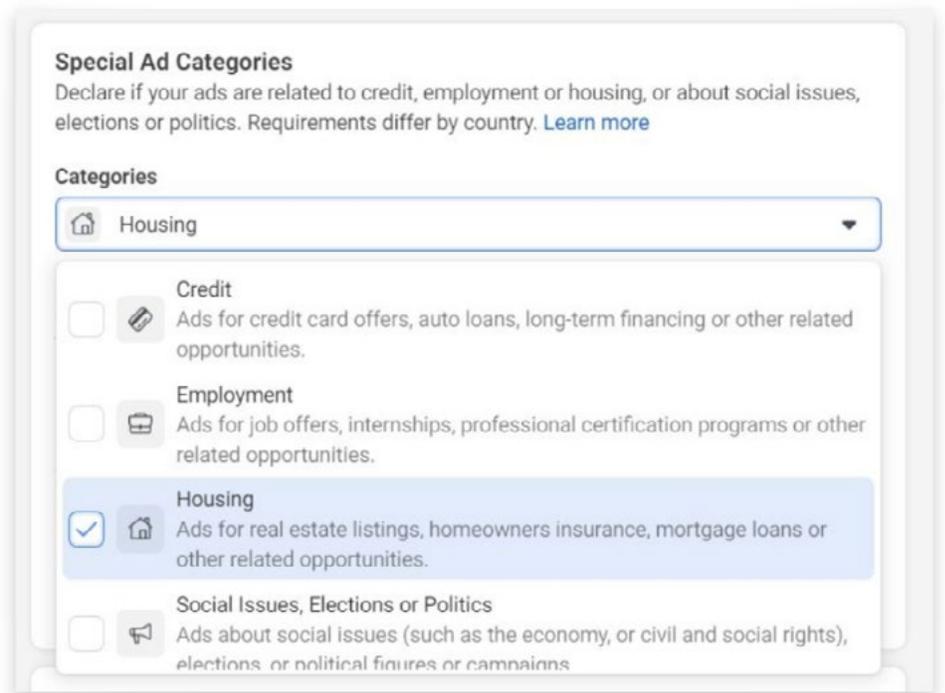
When creating campaigns, communities must identify as a “Special Ad Category” in accordance with regulations. They are also restricted from targeting audiences using age, gender, ZIP code, cultural identity, or any options related to protected characteristics.⁵

Due to this, multifamily marketers may be tempted to cast as wide of a net as possible when creating their lists—especially when managing social media campaigns in-house. This broad Facebook ad targeting strategy puts more advertising budget toward general, irrelevant audiences who are less likely to take action on your property’s ad.

Your leasing team can get around this by leveraging first-party data from [Internet Listing Sites \(ILS\)](#) when building your lists. Tools designed for multifamily allow you to target renters that are active on ILS sites, so you can focus your budget on renters that are searching nearby while also remaining compliant with Fair Housing regulations. Rent’s hyper-targeted solution, [RentSocial](#), has been found to help properties reach over 50X more in-market renters compared to non-segmented targeting.⁶

Two: Avoid wasted time with multifamily-focused tools and integrations

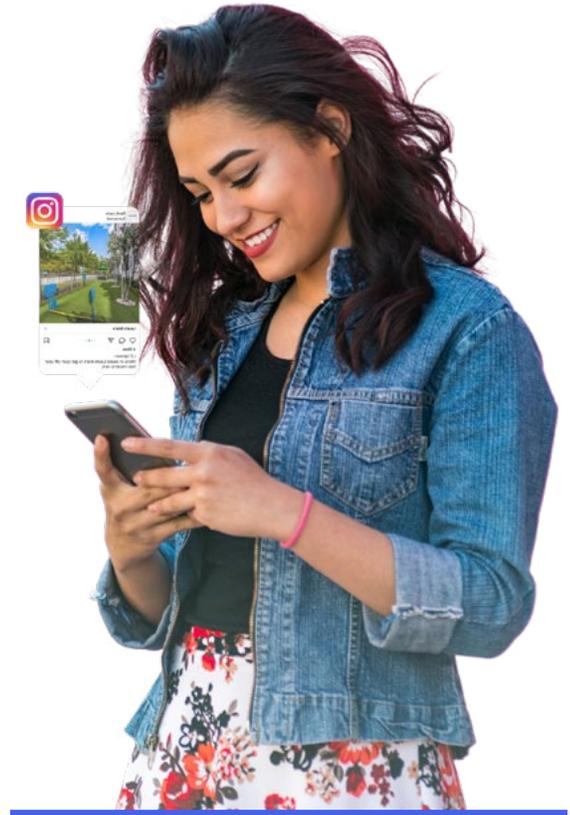
Social advertising alone can quickly become a full-time job. Between defining the audience, developing creative, and optimizing performance, ad management puts pressure on already busy leasing teams. So it’s important to build a strategy that complements your marketing efforts instead of taking the focus off of core tasks.



Social media advertising solutions that are designed for multifamily can integrate with ILS and your Property Management System (PMS) to make the process easier for your team.

Integrations save time and resources by eliminating the need for your team to struggle over ad setup and approvals. These integrations enable your property to develop creative based on previously provided listing photos and descriptions, and can automatically update ad creative whenever listings change.

By delivering prospects directly to your PMS or CRM, you'll also be able to clearly track leads and evaluate ad performance once live. We've found that properties [increased leads by over 30 percent per month](#) on average by combining Social Ads Express with their ILS advertising.⁷



Three: Make the most out of your efforts with lead capture and reporting

One of the primary goals of social advertising campaigns is to generate leads. So make it easy for renters to request information.

One way to start is by including lead forms in your advertising campaign that appears within the social media app itself after a renter clicks on the ad.

This approach provides a more seamless experience for the renter by keeping them within the same channel instead of juggling them between the ad and the property website. Once they complete the form, your ad will then automatically capture lead contact information and feed it directly to your PMS or CRM.

You only want to pay for high quality leads, so make sure that you have quality reporting in place. With insight on performance, you can identify what advertising platforms work best for your property, how different

creative resonates with your audience and how budgeting impacts response rates.

Monitoring key performance indicators (KPIs) such as cost-per-click, conversion rates, and click-through rate will help inform how your leasing team can adjust creative and budget for each ad set.

Make social ads work for your team

Success in social media comes down to developing an advertising strategy that fits within the multifamily framework and works for your specific property. It's possible to find that perfect balance after locking in on what your team needs to reach the right audience, seamlessly integrate with other platforms and continuously improve.



References

- ¹ Posting less, posting more, and tired of it all: How the pandemic has changed social media. Vox. March, 2021. <https://www.vox.com/recode/22295131/social-media-use-pandemic-covid-19-instagram-tiktok>
- ² US Social Media Usage. eMarketer. 2020. <https://www.emarketer.com/content/us-social-media-usage>
- ³ Apartment Resident Preferences Report. NMHC/Kingsley. 2020.
- ⁴ Rent. Renters Survey, 2021.
- ⁵ Four Digital Marketing Trends to Watch in Property Management. Multifamily Executive. January, 2020. https://www.multifamilyexecutive.com/property-management/four-digital-marketing-trends-to-watch-in-property-management_o
- ⁶ Based on census.gov population statistics and Rent.'s 2021 Renter Survey data. Assumes a 12-month average lease duration, renter population that is 18+ years old and the same pricing offered across social ad providers. June 2021.
- ⁷ Rent. Internal Data, January - July 2021. Based on lead generation beginning two months after Social Ads Express was activated. August 2021.



Rachel Richardson
Demand Generation Specialist

Rachel Richardson is a Demand Generation Specialist with a mission to bring Rent.'s social media, marketing and communication efforts to life. She holds an MS in Brand Communications from the University of Colorado - Denver. In her free time, you can find her painting, boxing, baking, and hanging out with her calico cat, Aiva.



RentSearch.

2021 Marketing & Advertising Excellence

Award Winner

Property Management Association

5 Reasons Why RentSearch. is an Award Winner

By Colin Kiley

Quick insights:

- RentSearch. recently won a Marketing and Advertising Excellence Award from the Property Management Association.
 - This turnkey solution combines in-market renter targeting, automated ad creation, and easy reporting for a powerful solution that drives site traffic to competitive properties.
-

[RentSearch.](#)—Rent.'s hyper-targeted, turnkey pay-per-click ad solution—recently won a [Marketing and Advertising Excellence Award](#) from the Property Management Association.

While our clients have seen how powerful RentSearch. is, we wanted to share a few reasons why it's a certified award winner. But first, let's clarify what RentSearch. is and how it helps properties easily get in front of renters.

What is RentSearch.?

Over 87% of renters start their apartment finding journey on a search engine¹. This makes search an optimal space to drive awareness and catch renters before they explore competitor properties.

To maximize this opportunity for properties, we have simplified the process of generating multifamily pay-per-click (PPC) search ads.

[RentSearch.](#) pulls in property data (location, amenities, pricing, etc) and seamlessly generates sophisticated, high-performing PPC Google ads. These ads effectively target in-market renters to a property's website using Rent.'s proprietary first-party audience of apartment seekers actively looking for their next home. This results in reduced effort and cost while yielding stronger results than an in-house solution. In fact, RentSearch. Google PPC ads have a 300% higher click-through rate (CTR) than the industry average.²

For property management companies that want to optimize time, increase website traffic, and appear amongst the first results of a Google search, this is a no-brainer.

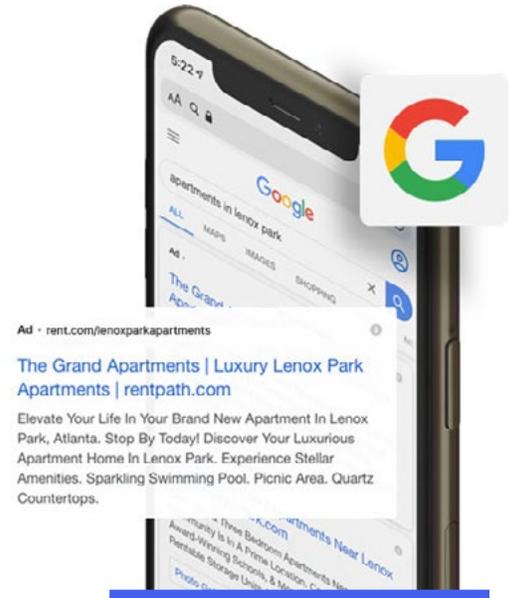
Here's how this solution can be a game-changer for your leasing efforts...

Why it's a winner

No-hassle search ads!

Running search ads is no small feat. Defining your objective and target audience, managing the budget, and optimizing performance is a lot of work for one property's ads, much less a whole portfolio's worth.

RentSearch. reduces multifamily marketers' time and efforts by automating the whole process from the start. This turnkey solution pulls information from a property's listing data to generate highly-attractive traffic ads built by industry experts to substantially increase traffic to a property's website.



Ads update automatically with your latest listing data, alleviating manual effort needed to adjust ad parameters. All campaign setup and reporting happens on our end so you can sit back, relax and watch the results roll in.

Hyper-targeting powered by the Rent. Network

Establishing your own ad targeting can be time-consuming and confusing. If your targeting isn't on point, you can also risk overspending on underwhelming results.

RentSearch. helps property marketers by leveraging Rent.'s proprietary audience of in-market renters, making great results easy to achieve.

Additionally, given the tech industry's [move toward privacy](#), partnering with a vendor such as Rent. that offers effective audience targeting data will be increasingly critical for ad efficiency going forward.

A trusted Google Premier Partner

Rent. is a [Google Premier Partner](#), a distinction reserved for the top 3% of participating partner companies each calendar year.



With this accolade, you can trust that the partner is a leader in their field, meeting ad spend requirements, delivering client revenue growth, and achieving the highest certification and performance requirements.

Incredible results

RentSearch. also drives real results for clients.

220+

in-market renters sent to client property websites on average per month³

300%

greater click-through rate versus the industry average²

43%

lower cost per click than the industry average²

5 million+

impressions delivered to clients so far⁴

580,000+

clicks delivered to clients so far⁴



Reporting is a breeze

Assessing your ad results is no longer a hassle. Reporting for RentSearch. is easily accessible in the MyRent. dashboard with all other Rent. products. Measure your impressions and clicks from in-market renters with ease.

RentSearch. has won over industry leaders by delivering highly-effective ads to the right renters at the right time. This turnkey solution takes the guesswork and strain out of the PPC search ad process. Before you run your next campaign, consider the benefits of a trusted partner like Rent. that offers the audience and tools to get you the results you need.

References

¹ Rent. Renter Survey 2021

² Rent. Internal Data compared to Wordstream Google Adwords Industry Benchmarks, May - July 2021

³ Rent. Internal Data, January - March 2021

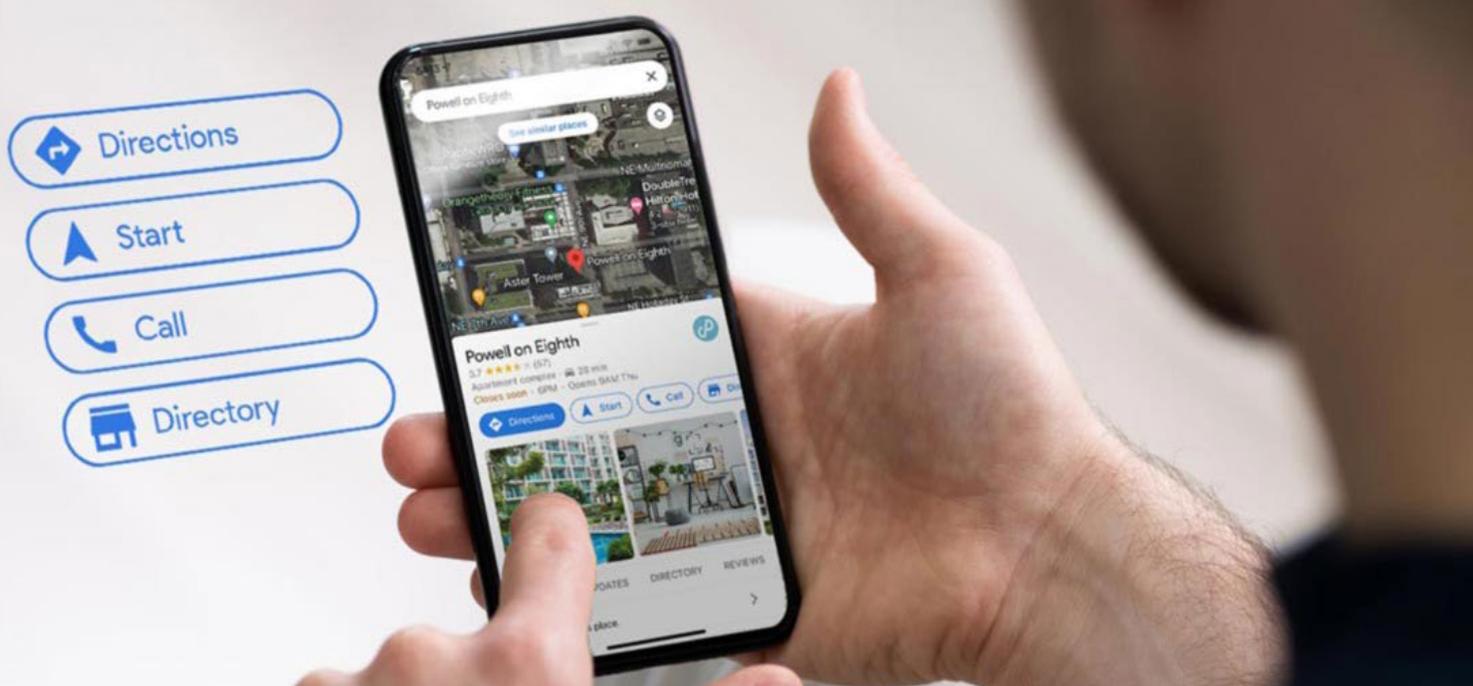
⁴ Rent. Internal Data, March - August 2021



Colin Kiley

Demand Generation Manager

Colin Kiley is a Demand Generation Manager focused on helping multifamily marketers find success in their leasing efforts. He has previously worked in the multifamily industry since 2012 to assist properties in effectively managing their online reputation and social media strategy. When not at work Colin enjoys running, learning to cook Southeast Asian cuisine, and discovering Portland's many delicious eateries.



Research-backed ways to boost renter engagement with Google Business Profiles

By Jon Leckie

Quick insights:

- Leveraging Google Business Profiles (GBP) is a key differentiator in increasing the impressions and actions of potential renters.
- For properties with all fields populated on GBPs, impressions increased by 67 percent and actions increased by 112 percent.
- Images yielded the biggest results, delivering 50 percent more impressions and 84 percent more actions than posts without.

The importance of Google search results and reviews for any multifamily property is hard to overstate. As previous Rent. research has shown, properties with just 10 or more [recent reviews](#) saw four times more leads on average than properties without. Now, a new study from Rent. shows

that leveraging [Google Business Profiles](#) is another key differentiator in increasing the impressions and actions of potential renters who have an increasing pool of options.

Anatomy of a Google Business Profile

Search

Sponsored Results & Ads

Organic Results

Business Profile

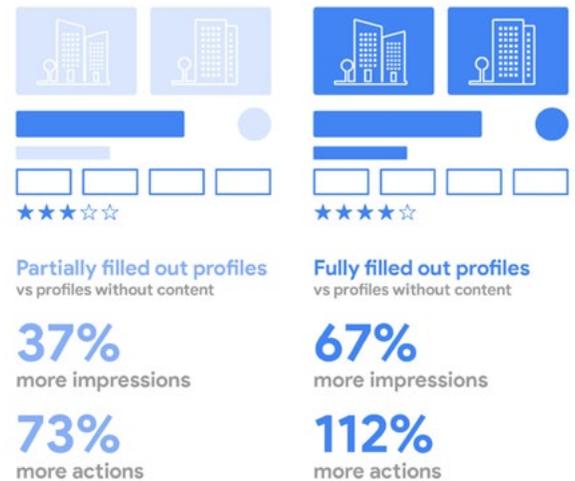
- Photos
- Map
- Actions
- Information
- Products
- Q&A
- Reviews
- About
- Posts

“Having a Google Business Profile (GBP) page is like taking out an ad in The New York Times, except it only costs time to fill out,” said Greg Waggoner, a Senior Product Manager at Rent. who led the new study. “You can either put some info in a small corner box, or you can take out a full-page ad. A well-realized GBP is a full-page ad, and the more page space you can claim, the better results you should expect.”

The need for properties to claim more page space is directly correlated with recent renter behavior. The majority of renters seriously considered between [three and seven different communities](#) during their most recent move, according to a 2020 survey from the National Multifamily Housing Council. To distinguish between their options, potential renters have

turned increasingly to online research and reviews. As many as 72 percent of renters referenced ratings, including those listed on Google, when searching for a new apartment, and 85 percent of renters said what they found in their research influenced their leasing decision.

To guide renters during this critical phase of the journey to lease signing, many properties have already created a Business Profile, Google’s answer to a traditional business listing. But simply having a Business Profile is no longer enough, nor is it an effective tool for taking full advantage of all Google has to offer. A Google Business Profile is a free solution that allows properties to own their Business Profile and better manage, edit and optimize the profile for its specific needs from SEO to lead generation.



How much better? Through a pilot program completed in October 2021, Waggoner and his team of researchers at Rent. manually uploaded data from Rent.’s Content Manager to 423 test location Google Business Profiles and tracked 1,020 additional locations with no changes to the property’s GBP. The results showed that properties with fully realized GBPs saw 22 percent more impressions and 13 percent more actions on average than properties without.

“The clearest take away,” Waggoner said, “is that the more content you have on your GBP, the more impressions you’re going to get and the more actions people are going to take, and that’s a good thing.”

Regardless of whether content was uploaded from Rent. or already present on a property’s GBP before the study began, locations with any content realized a 37 percent increase in impressions and a 73 percent increase in actions. For properties with all fields populated, impressions increased by 67 percent and actions more than doubled, increasing by 112 percent.

Singularly, the biggest driver of impact was images. Images delivered 50 percent more impressions and



84 percent more actions than posts without. GBPs with images also saw a 41 percent jump in requests for driving directions and a 22 percent increase in website clicks. The presence of “Posts” increased impressions by almost half, up 49 percent, and saw a 31 percent increase in actions. “About” content increased impressions and actions by 36 percent and 40 percent respectively. And “Q&A” content saw significant positive increases in actions across the board, including phone calls.



Profiles with posts
vs profiles without posts

49%
more impressions

31%
more actions



Profiles with 'about' content
vs profiles without 'about' content

36%
more impressions

40%
more actions

“If I’m a business trying to fill out content for my GBP and I need to pick and choose which content to include,” Waggoner said, “I’m going to want to pick images first then make sure I have Google Posts and Q&A content.”

But Waggoner adds there’s an additional benefit for properties who aren’t selective: a leg up on local competition. During their research, Waggoner and his team found that use of GBPs is not yet widely adopted and 96 percent of the properties in the control group failed to have complete GBPs.

“There’s a big gap there,” he said, “and that gap in content is what caused the test group to outperform the control group on nearly every metric.”



Jon Leckie

Writer / Researcher / Data journalist

Jon Leckie is a New York-based writer, researcher, and data journalist who has covered topics across politics, business, popular culture, and international relations. His work has appeared in Vanity Fair, NPR, Fox News, the Mainichi Shimbun, and two books.



Your property's reputation can boost SEO and renter leads. Here's how.

By Rachel Richardson

Quick insights:

- Search is the first step of the apartment search for renters and reputation allows properties to build credibility once renters begin comparing results.
 - Properties that have 10 recent reviews generate 4X more leads per property than those with zero recent reviews.
 - Google's Local Pack showcases the top 3 results, featuring a property's location, hours of operation, the average star rating from renter reviews.
-

Search is the first step of the apartment-finding journey for renters. Your property's presence on search engines, like Google, secures your position

along that journey toward a signed lease. From a renter's perspective, being visible in search results, or having strong SEO (search engine optimization), gets you in the game. Then, [ratings and reviews](#) help you to build credibility and trust with renters as they begin comparing results. So prioritizing both your SEO and reputation strategy is critical to your marketing success. The good news is that a strong reputation presence improves your SEO presence. Two birds, one stone!

"Each review is like a micro-blog. If a business is getting a lot of reviews, Google takes that into consideration when providing search results. If you want to be optimized for search (aka SEO), then reviews and listings are extremely important, and should really be your main focus," says Greg Waggoner, Sr. Product Manager for Reputation and Social Media Management Solutions at Rent.

We'll cover why SEO is critical for properties and how they can maximize online reputation to stand out to renters from the moment they enter that first search query.

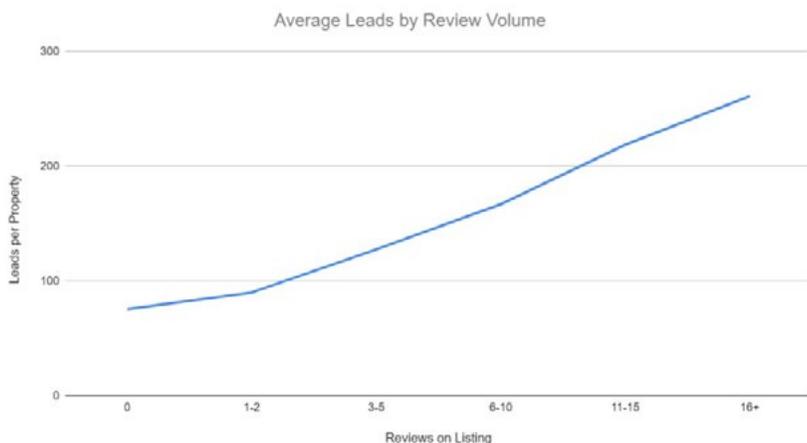
Get more new reviews to rank higher and generate leads for your property

Rent. renter research consistently shows that search is second nature to in-market renters. The vast majority of renters (87%) start apartment hunting by searching on a search engine.¹ While looking at properties, they also want to hear directly from other renters. Eighty-four percent of renters say that ratings and reviews influence their decision to sign a lease.²

While renter accounts of how they search are a powerful indicator, performance data also shows that reviews directly influence the number of leads generated for a property. In our research, we've found two key catalysts for generating leads from reviews: the quantity of reviews that a property has and the recency of those reviews.

A high number of reviews on a listing signals to prospective renters not only that the property is popular, but that there's a high level of resident engagement with the community. Listings with 10 reviews generate 2X more (100% more) leads per property than listings that don't have any reviews.

More reviews means more leads



10

reviews

=

100%

more leads
than 0 reviews

But renters also want to see consistency over time and that resident engagement is still high at your property today. We see double results from recency, or reviews that are less than three months old. Properties that have 10 recent reviews generate 4X more leads per property than those with zero recent reviews.³

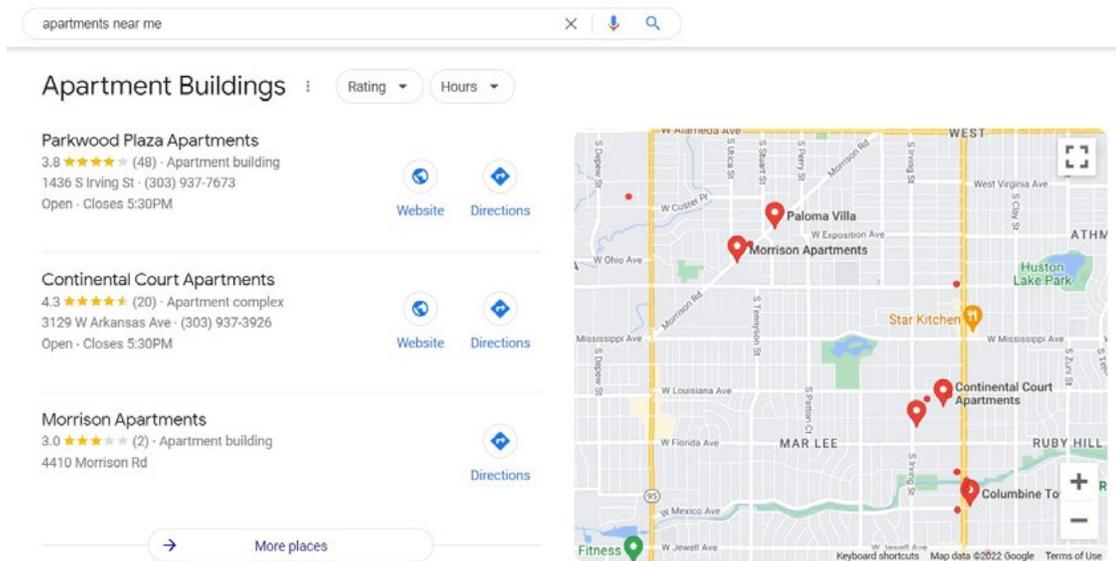
So where do ratings and review sentiment (negative, positive, neutral) fit into this? The results may surprise you. Review recency has been found to be more important than rating in generating renter leads. In fact, our data showed that properties around 2.2 stars on average generated the highest amount of leads.³ This may sound incredibly counterintuitive, but data shows the driving factor for lead generation is not necessarily a property's star rating, but the sheer number of reviews, the recency of reviews and how a property responds to negative feedback.

Ratings have less impact than review volume

Average Recent Reviews and Leads by Rating



Locations that have recent responses to reviews generated up to 31% more leads from their listings.³ What this means for properties is that renters don't expect your property to have a perfect rating, but they do expect thoughtful responses to reviews that show you are listening and committed to improving.



The Google Local Pack - What your property can aim for in SEO

When a renter makes a local search query on Google, like "Apartments near me," [Google Local Pack](#) shows at the top of the search results page. This is prime digital real estate for properties looking to drive awareness and actions from prospective renters. Showcasing the top 3 results, the Local Pack serves renters with all information needed to conveniently visit each property. If your property is in the Local Pack, the results will feature a map showing your property's location, the address, hours of operation, and the average star rating from renter reviews. For renters on mobile devices, there will also be a tap-to-call feature.

How to get your property into the top three

Search engines want users to have instant access to high quality, recent, and accurate content. Consistent review and listing management are the top two ways that properties can influence their Google Local Pack rankings to reach renters who are searching nearby.

In addition to reviews, Google takes into account how relevant your property is to the renter's search by analyzing the completeness of your Google Business Profile. Taking a few moments to ensure your [Google Business Profile is complete](#) in all areas can yield major results. In a recent test, we found that properties that have all fields populated on their listings [increased impressions by 67%](#) and saw an overwhelming increase in actions of 112% percent.

Another simple way to step up your SEO is by [consistently](#) representing your property's contact information in all instances where it appears across the web—from your Google Business Profile to social media profiles and [marketplace listings](#). Consistency in NAP (Name, Address and Phone Number) across business listings has been found to be [the fifth most important ranking factor](#) for local search.

Though the full acronym is not so simple, NAPWCHD takes it a bit deeper and can guide you through tightening up key information on your property listings:

- Name
- Address
- Phone Number
- Website
- Categories
- Hours
- Description

Things to remember

SEO is a key part of your overall property marketing imprint on the web and goes hand in hand with reputation. High rankings often indicate how complete listing content is and the quality of information provided. Similarly, great reputation comes down to how well properties encourage new feedback and respond to ratings. By clearly, consistently and comprehensively offering the information renters are looking for—your property can gain better visibility and more renter leads.

With solutions to optimize listings, monitor ratings and [respond to reviews](#) with expert-level insight, Rent. improves visibility for properties.



Rachel Richardson
Demand Generation Specialist

Rachel Richardson is a Demand Generation Specialist with a mission to bring Rent.'s social media, marketing and communication efforts to life. She holds an MS in Brand Communications from the University of Colorado - Denver. In her free time, you can find her painting, boxing, baking, and hanging out with her calico cat, Aiva.

What's next?

Find solutions that work as hard as you do.

Rent. is here to simplify your entire leasing lifecycle by taking the hassle out of the business of renting. We help you easily attract new renters, engage prospects during their search, and nurture resident relationships.

Our full suite of data-powered solutions attract high-intent renters to your property, help you easily communicate with renters, and automate onsite processes.

Take the next step toward optimizing your property portfolio with sophisticated technology that actually makes things easier on your teams so you can offer better experiences for renters.

Explore solutions
solutions.rent.com

Get a free consultation
solutions.rent.com/contact

