

Real Estate Agent & Rental Trends



Message From the CEO

As an agent and managing broker for the past 22 years, I know firsthand how difficult it is to build and continue to grow a real estate business. Especially with the persistent market backdrop of low housing supply and high interest rates.

After a challenging 2023, there is a sense of cautious optimism about how the 2024 housing market will unfold.

The Rental Beast team and I are committed to helping real estate professionals navigate the changing market conditions and win. After studying the survey results and talking to MLSs, Associations, Brokers, and agents across the U.S. and Canada, it is clear that the industry is embracing rentals as a critical strategic pillar of growth.

From helping buyers who struggle to complete a purchase to representing a very active investor community to building or growing a property management division, rentals are opening up billions in new commissionable opportunities to agents and brokers. We are grateful and excited to be a trusted partner to so many of you.

We hope you find these survey results informative and helpful as you consider incorporating rentals into your growth plan.

Here's to a prosperous 2024!

Ishay Grinberg
CEO & Founder of Rental Beast



Methodology

Purpose

The Annual Real Estate Agent and Market Trends Survey aims to provide a deeper understanding of current trends and agent sentiments within local markets.

The survey is designed to capture a broad spectrum of information, including market trends, professional sentiments, and emerging issues within the real estate rental sector.

Target

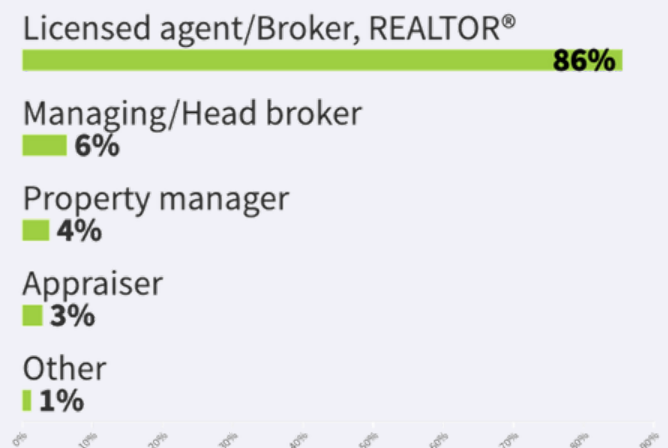
The survey targets real estate professionals, including agents, brokers, property managers, appraisers and other industry professionals in the following regions: the United States and Canada.

A total of 1,272 unique surveys were completed. Survey participation was driven through three different emails and no incentives were offered.

Demographics

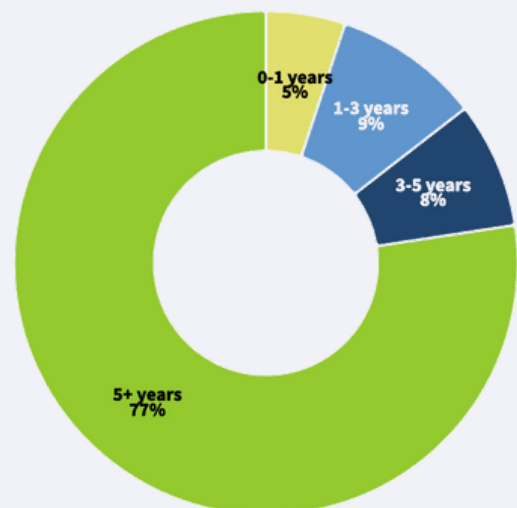
What best describes you?

Over **86%** of respondents are licensed agents, brokers, or REALTORS®, indicating that the trends and sentiments reflect the opinions of professionals in the industry.



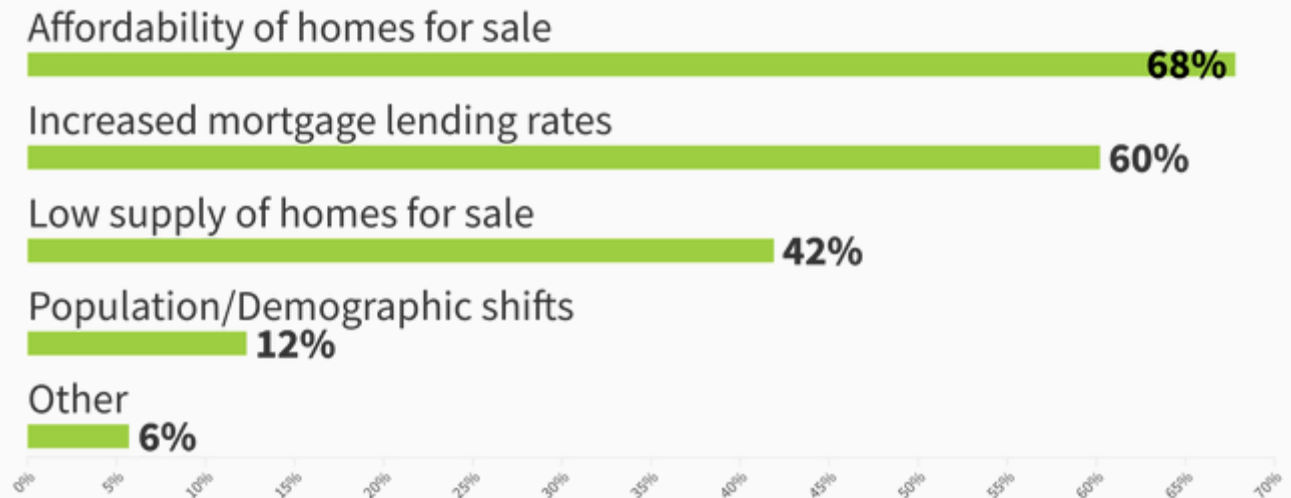
How long have you been a real estate professional?

Over 75% of respondents have been in the real estate industry for more than five years, indicating that the opinions reflected in this survey are from a seasoned professionals who have the length of experience to provide valuable insight.



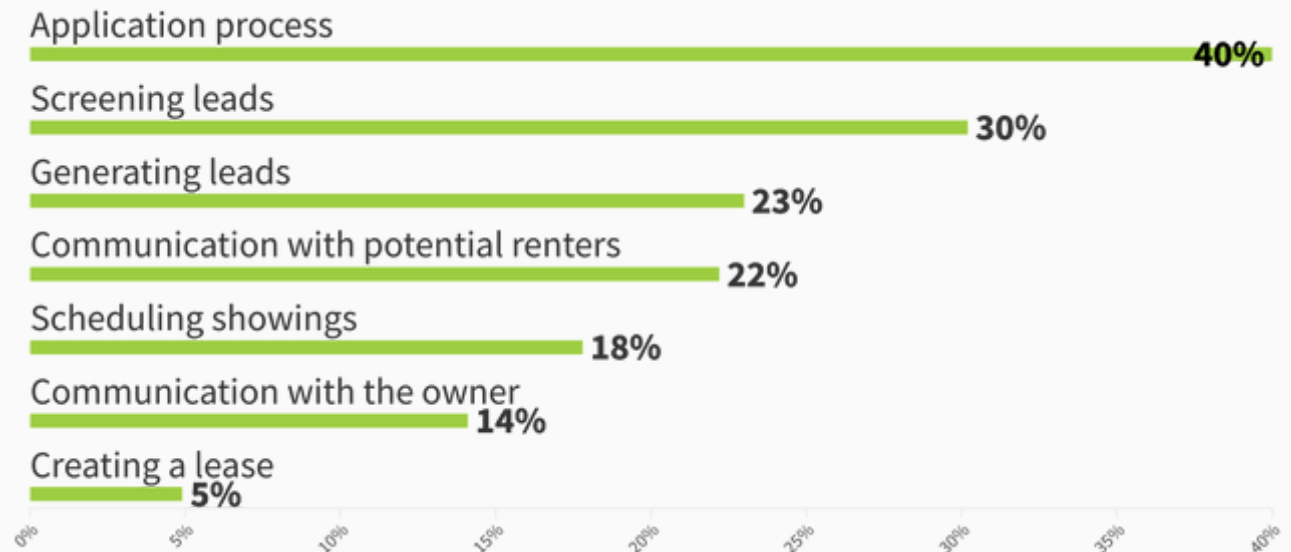
What factors do you think currently impact a consumer's decision to rent instead of buy?

Affordability is a major concern for consumers, whether they are renting or buying. In addition increased home prices with high interest rates and low supply have created challenging conditions for first-time homebuyers to enter the market, pushing them to rent for longer.



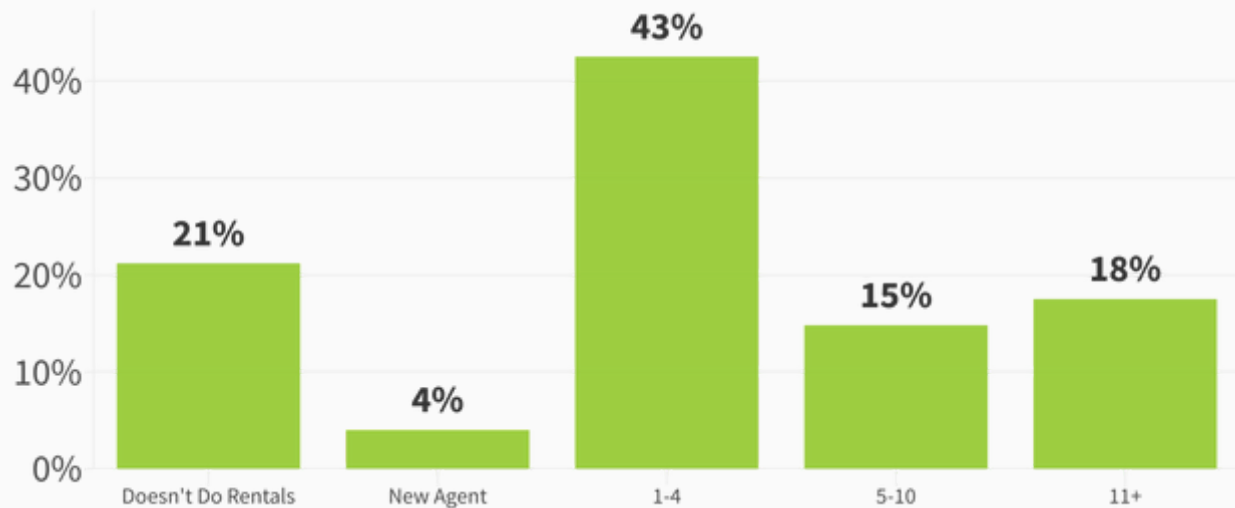
What typically gets in the way of finding tenants for your rental listing?

The application and screening process are the two leading barriers for finding a tenant. These are pain points that can most likely be addressed by utilizing a tenant screening and application tool or process that is built for efficiency and that keeps the real estate professional at the center of the transaction.



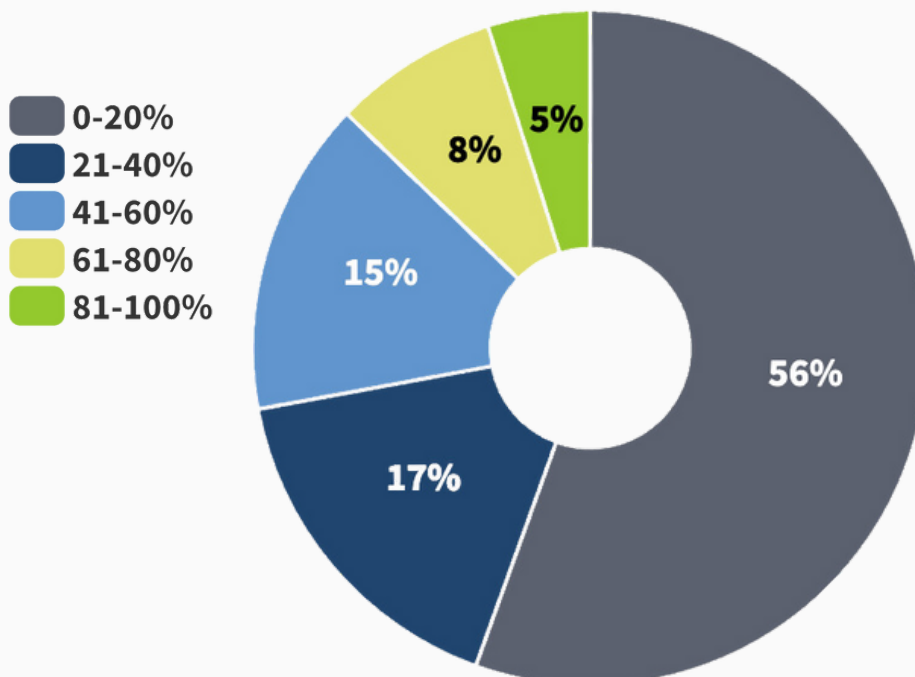
How many rental deals have you done in the last 12 months?

The percentages give a snapshot of the distribution of real estate professionals based on their level of activity with rentals in the last 12 months. The majority of professionals are involved in the rental market, 43% doing up to four rental deals and 33% doing five or more.



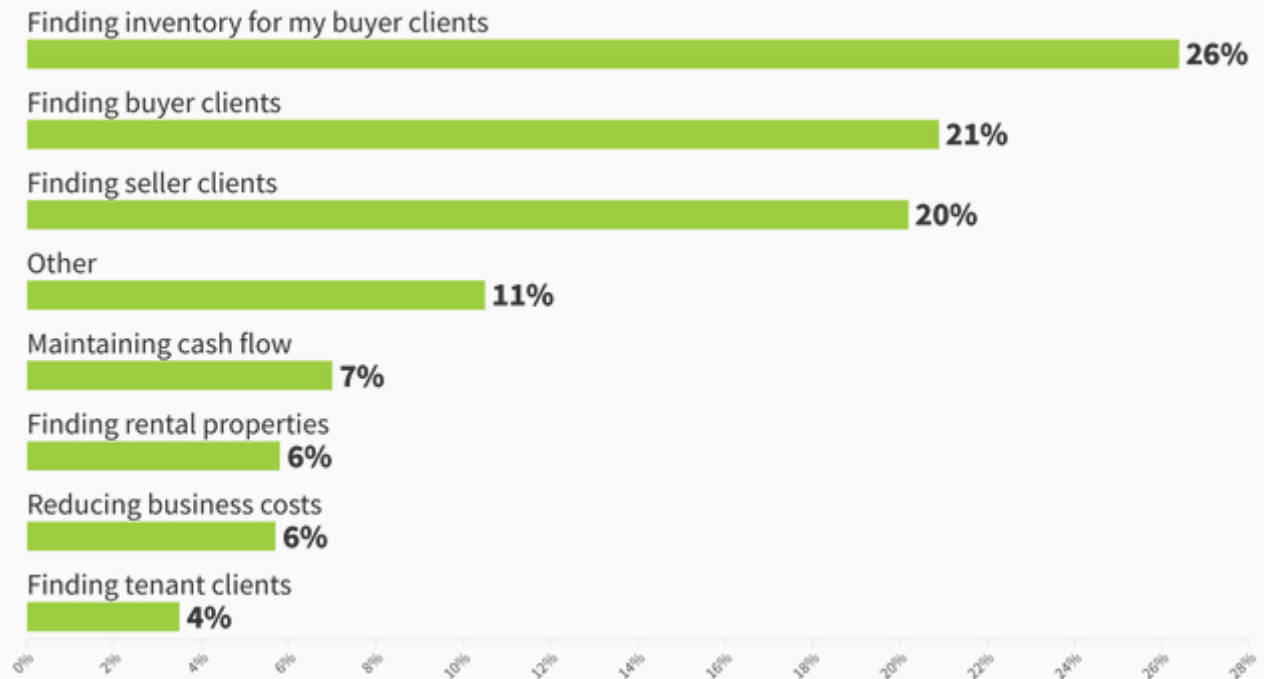
What percentage of your tenant clients have converted to homebuyers?

The survey results show the breakdown of conversion rates of tenant clients to homebuyers for real estate professionals. While 56% of professionals experience conversion rates less than 20%, most likely indicating a low inventory of for sale properties and high interest rates, there is a notable percentage of almost 30% that successfully guide about half of their tenant clients towards homeownership.



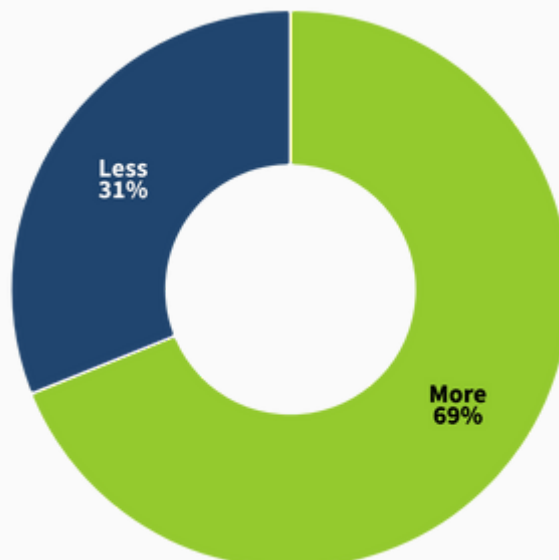
What do you think your biggest challenge will be in 2024?

The largest percentage of respondents, 26%, expressed concern about finding inventory for their buyer clients. This reflects the current housing conditions of low supply and high interest rates, creating a competitive market for buyers and sellers alike.



Will rentals be more or less important in 2024 vs 2023?

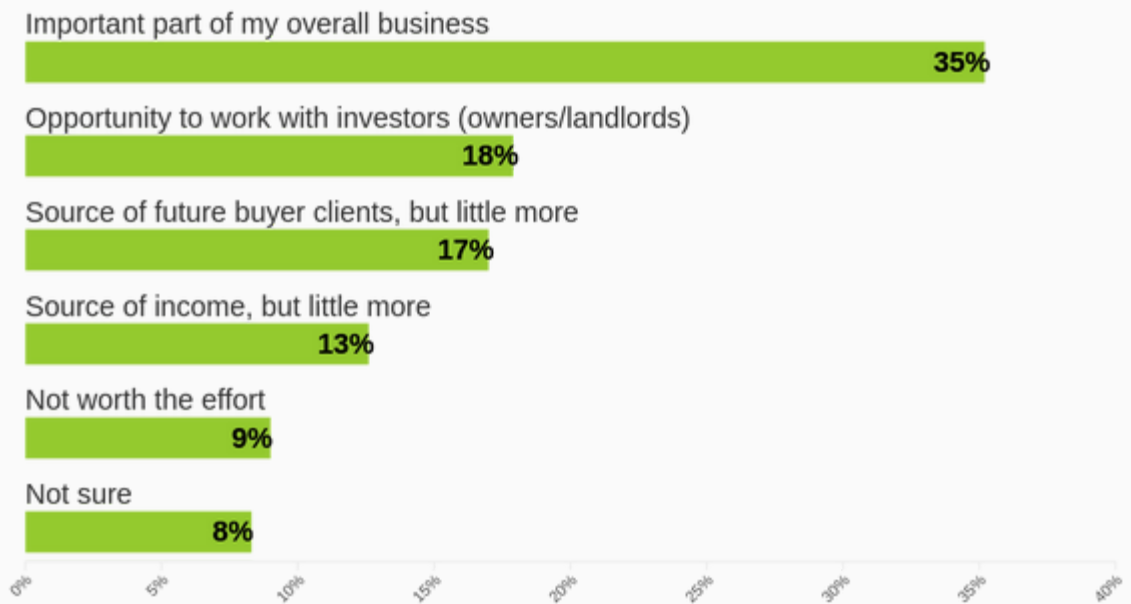
A majority of real estate professionals at 69% anticipate rentals will be more important in 2024. This increase in importance may be due to various factors previously mentioned such as the challenging housing conditions for first-time homebuyers to enter the market as well as a lack of appetite from sellers to jump into an unpredictable environment.



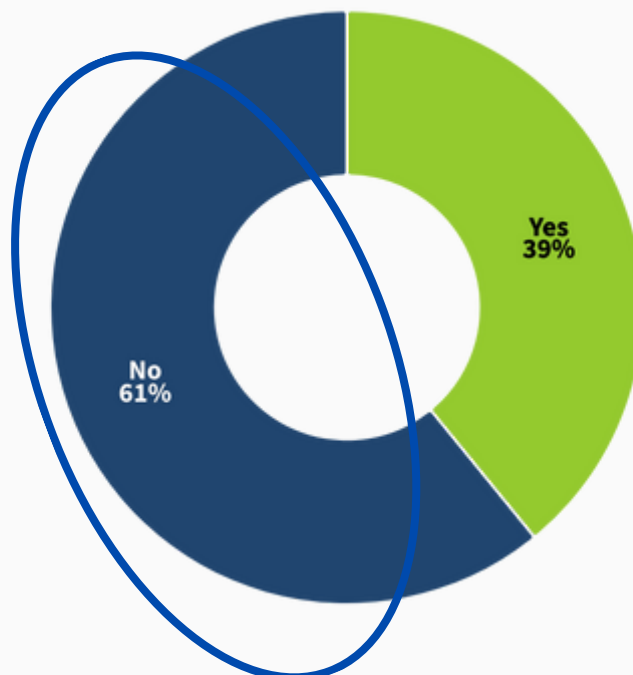
Agents' perspectives: Evaluating rental importance against their MLS' focus

A majority of real estate professionals, 53%, view rentals as an important part of their overall business or as an opportunity to work with property owners and investors. However, 61% of respondents believe their MLS is not sufficiently focused on rentals, indicating an opportunity to align on business objectives between MLSs and their members including available tools, resources and technologies to achieve success.

What best describes your view on rentals?



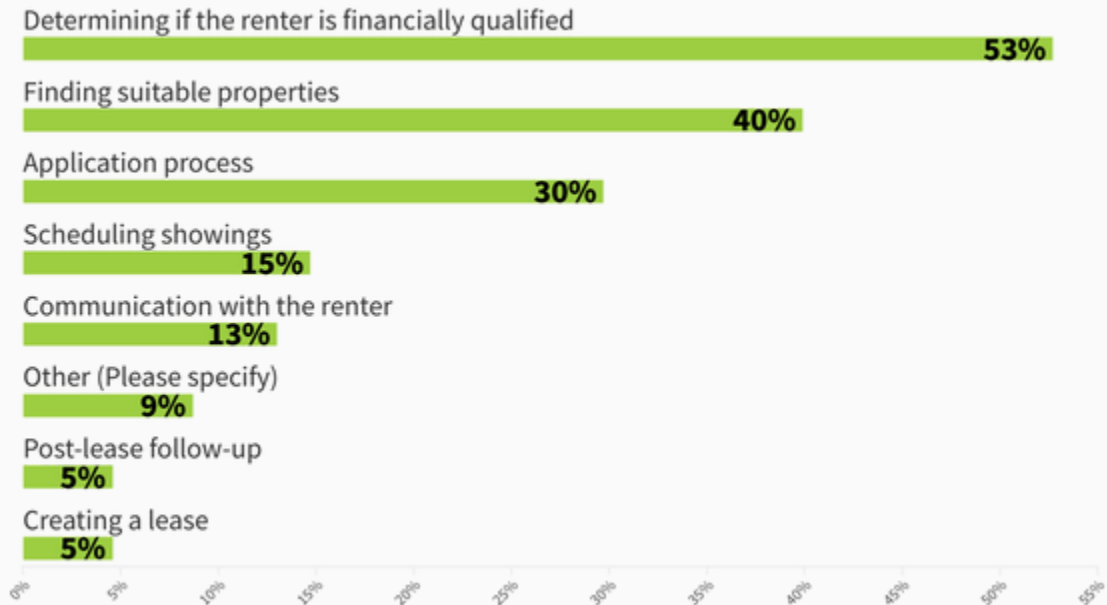
Do you believe your MLS is sufficiently focused on rentals?



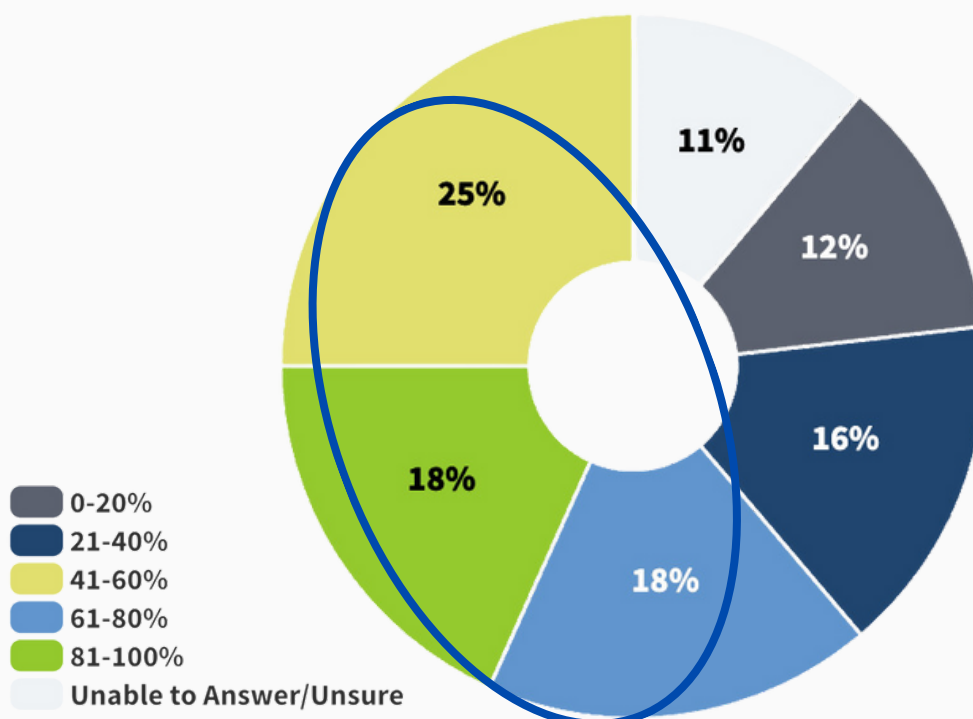
Challenges in placing tenant clients and optimism about their financial qualification

The primary barrier for a real estate professional to successfully place their tenant client is determining if they are financially qualified. However, over 60% of the same respondents believe there is at least a moderate likelihood that the tenant will qualify for a property they have in mind.

What typically gets in the way of successfully placing your tenant client?



In your experience, if a renter comes to you with a property in mind, how likely are they to qualify for that property?



Thank you!

Thank you for taking the time to read this report. If you have any questions or would like to discuss our findings further, please don't hesitate to reach out to us.

✉ feedback@rentalbeast.com

🖱 www.rentalbeast.com



Rental Beast