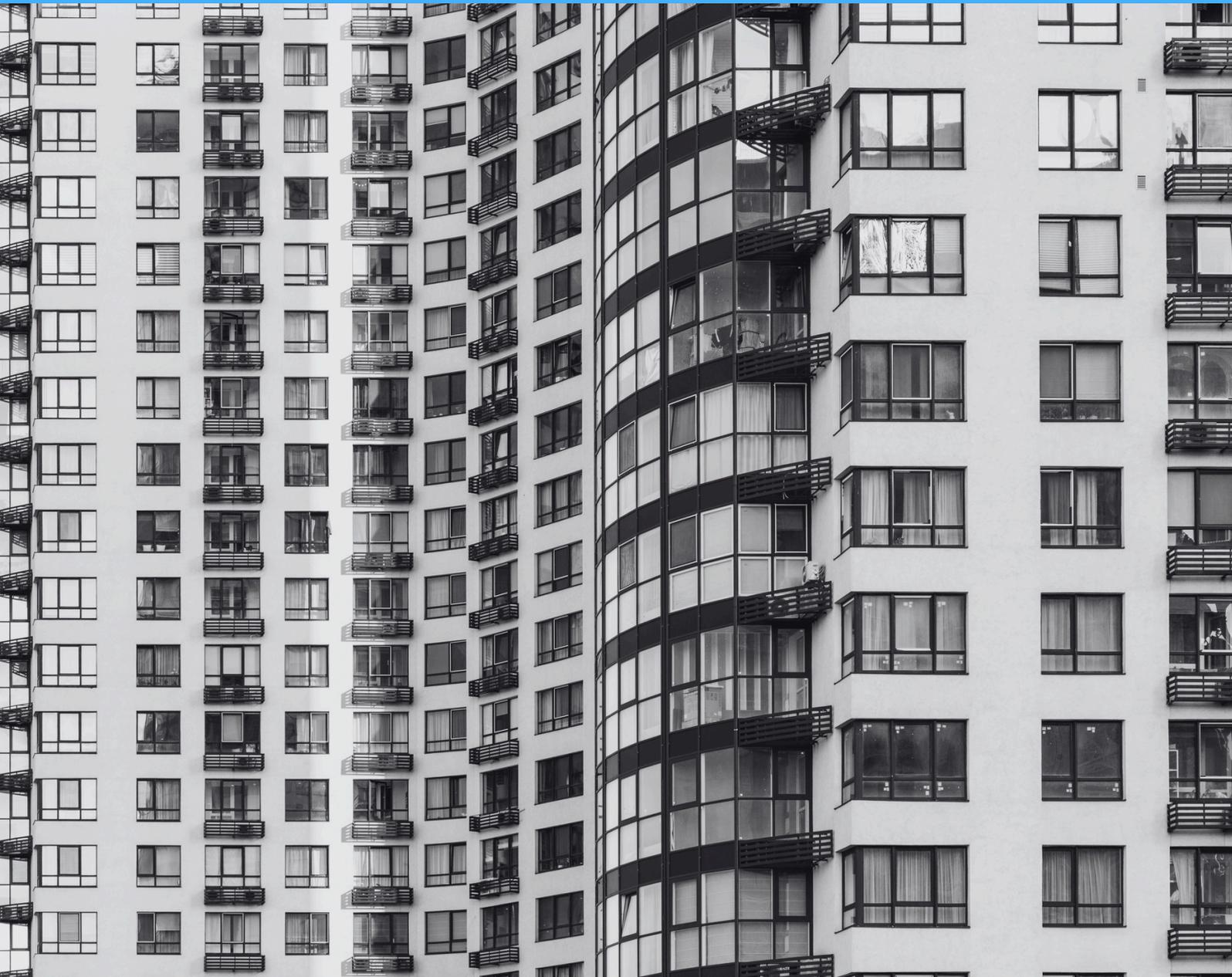




Peak Rental Season Toolkit: How to Win with Rentals





Introduction: Why Rentals Matter More Than Ever

The rental market is booming, and agents who know how to navigate it can unlock new income and long-term business growth. With more renters entering the market and properties selling quickly, rentals offer fast commission opportunities and a pipeline for future homebuyers.

According to the National Association of Realtors (NAR), over **36% of U.S. households** currently rent, and in markets like Phoenix, that number is even higher. In cities like Jersey City, NJ, and Miami, FL, the number is over 68%. Meanwhile, vacancy rates in some areas are rising, creating both opportunities and challenges for agents.

With fewer agents closing home sales in today's market. The average fell to just **12 transactions in 2023**, down from 15 in 2021. It's more important than ever to diversify your revenue stream: Rentals offer a stable and often overlooked path to consistent income.

From attracting leads to processing applications and understanding key market dynamics, this toolkit gives you everything you need to work smarter during the busiest rental months of the year.

SECTION 1

Working Rental Leads Effectively

Why Speed and Structure Win Deals

Renters typically move more quickly than buyers, making response time crucial. According to Velocify, leads are 391% more likely to convert when contacted within one minute of inquiry. But beyond speed, it's about process.

Create a Follow-Up Flow:

- Text immediately after receiving the inquiry.
- Send a short email with your contact info and a question or listing.
- Call the renter within the hour, or at a time they've indicated.
- Repeat the cycle at least three times if you don't connect.

[Download our lead response template](#) →



Qualify with Confidence

Get essential info upfront:

- Desired move-in date
- Budget range
- Employment status and income
- Pets, smoking, roommates
- Neighborhoods of interest

Set Clear Expectations

Let renters know what to expect:

- You'll help them find listings within budget and meet their needs
- They'll need documents ready (pay stubs, ID, credit info)
- You'll work together quickly, as properties can go fast

SECTION 1

Working Rental Leads Effectively

The Relationship Advantage: Renters are often ignored by agents who are focused on big-ticket sales. But renters become buyers. By delivering top-notch service during a rental search, you build loyalty and trust for future transactions.

Use CRM reminders to follow up, add them to your newsletters, and check in at lease renewal time.

Key Takeaways:

- 🔑 Speed matters—respond within 5 minutes
- 🔑 Have a repeatable follow-up process
- 🔑 Qualify leads early to save time
- 🔑 Build renter relationships for future referrals and sales



Practice

Write your preferred follow-up sequence (text, email, call) and save it as a template in your CRM.



SECTION 2

Finding and Sharing Rental Properties

Diversify Your Listing Sources. If you rely only on the MLS for rental listings, you're missing opportunities. Here's where to look:

1

MLS Listings: Reliable but often limited in rental volume.

2

Rental Beast Database: A comprehensive database of off-MLS properties, including:

- For-Rent-by-Owner listings
- Property Management Software feeds
- Verified listings exclusive to Rental Beast

3

For-Rent-By-Owner Platforms: Use caution, but don't ignore listings on Facebook Marketplace, Craigslist, or community boards.

SECTION 2

Finding and Sharing Rental Properties

Optimize Your Search

- Use filters that matter: pet policy, laundry, number of occupants, furnished/unfurnished, utilities included
- Save and favorite listings for clients

Sharing Listings Smartly: Make it easy for renters to access listings and apply.

- Email or text links using Rental Beast's **Quick Apply Link**
- Use marketing materials (like flyers or postcards) with **QR codes** linking to Apply Now
- Post available rentals to your social media with a CTA like "Looking to rent fast? Let's connect!"

Key Takeaways:

- 🔑 Use more than just the MLS. Tap into Rental Beast for hidden inventory
- 🔑 Use digital and print tools to share listings efficiently



Practice

List two new rental listing sources you'll start using this week. Create a sample post or flyer with a QR code for one of your active rentals.



SECTION 3

Hot Market Snapshot National Rental Trends

Navigating High Vacancy and What It Means

It's peak rental season, and agents need to understand what's happening in the market to stay ahead. A high vacancy rate isn't always a sign of weak demand. It often signals a surge in new rental supply. In fast-growing markets, developers have added units faster than they've been filled.

U.S. Rental Snapshot (Q1 2025)

6.6%

National Vacancy Rate

50%

of Colorado Springs listings' offered concessions like a free month's rent

8.8%

up from 7.7% in 2023

Phoenix Vacancy Rate



22 days on market

multifamily listings in Boston

Sources:

- Rental Beast data
- Arizona Department of Housing
- U.S. Census Bureau

SECTION 3

Hot Market Snapshot

For Agents, This Means:

- Renters have more choices, so listings must be priced right
- Concessions are an opportunity to close deals
- Agents who know how to market these incentives can get deals done faster

Use This to Your Advantage

- Stay informed about your local data and trends
- Promote any concessions in your listing descriptions and ads
- Use urgency like "This won't last with 1 month free!"

Key Takeaways:

- 🔑 Vacancy = opportunity if you know how to navigate it
- 🔑 Concessions (free rent, parking, waived fees) help close deals
- 🔑 Knowledge of market trends builds your credibility



Practice

Find one local rental with a concession. Practice writing a listing description that promotes the incentive.



SECTION 4

Processing Rental Applications

Make Applying Easy with Apply Now

Rental Beast's Apply Now feature streamlines the rental application process for everyone:



Tenants apply directly from the listing



You're notified instantly



You can track their application status in real time

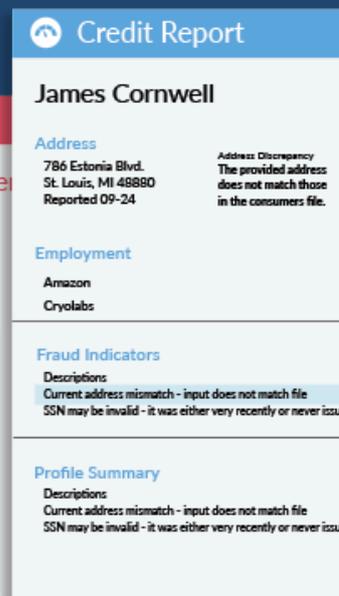
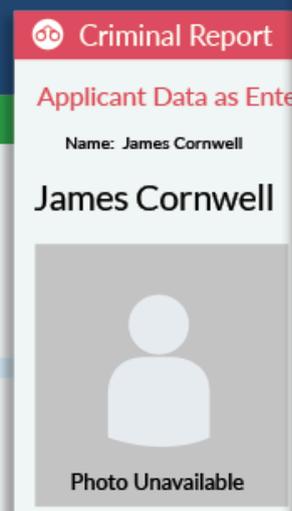
Screening Reports That Build Confidence

Every Apply Now application includes a detailed screening report with:

- Credit history and score
- Income verification and employment history
- Eviction and background checks

You can use this report to:

- Present a complete, professional package to the landlord
- Avoid wasting time on unqualified applicants
- Build your credibility with both renters and owners



SECTION 4

Processing Rental Applications

PRO TIP

Always review screening reports with your client and help them understand how landlords make decisions. Transparency builds trust.

Communicating with Landlords

- Set expectations on timing (e.g., 24–48 hours for decision)
- Highlight applicant strengths (long-term employment, good credit, no evictions)
- Send all documents in one polished packet (PDF or shared folder)

If you want to establish yourself as the go-to rental expert, you need a strategic approach. Our **Winning Over Landlords: A Pitch Checklist** ensures you cover all key points and position yourself as the best choice for managing rental listings.

[Download our checklist](#) →

Winning Over Landlords: A Pitch Checklist

Convincing landlords to list their rental properties with you requires a strong pitch and clear value proposition. Use this checklist to ensure you cover key points and maximize your chances of success.

1. Research & Preparation

- ✓ Identify the landlord's pain points (e.g., high vacancy rates, tenant screening challenges).
- ✓ Research the property and neighborhood rental trends.
- ✓ Gather data on rental pricing and market demand.
- ✓ Prepare testimonials or case studies from past landlord clients.
- ✓ Have a presentation or pitch deck ready (if needed).

Landlords appreciate data-driven insights. Show them how you can help them maximize rental income while minimizing risks.

Resource: [How to Generate a Comprehensive Market Analysis \(CSM\)](#)

2. Establish Credibility & Build Rapport

- ✓ Introduce yourself and your experience as a rental expert.
- ✓ Highlight any special certifications (e.g., rental specialist, property management training).
- ✓ Mention your access to a rental-specific platform and to qualified tenants.
- ✓ Demonstrate knowledge of local rental laws and regulations.

Start with a friendly, professional approach. Ask questions about the landlord's goals and past rental experiences before diving into your pitch.

Value Proposition

...rental property effectively (rental websites, social media, agent networks), terms and how it reduces risk, lease negotiation, move-in coordination), as commission or fees.

...to back up your claims. Secure qualified tenants within 30 days.*

...Quick Apply Link to Generate Leads Efficiently

Address Concerns

...tions (e.g., cost of hiring an agent, self-listing, etc.), regions (e.g., fair housing compliance, vetted tenants), professional representation.

...your biggest concerns about your response accordingly.

Wrap Up

...g with you (ing an agreement), (or immediately future opportunities may arise), or digital info sheet, is a personalized message.

... "I'd love to help you find the right tenants. When can we get started?"

Key Takeaways:

- 🔑 Apply Now = faster applications, easier tracking
- 🔑 Screening reports help vet leads and reduce back-and-forth
- 🔑 Communicating clearly with landlords speeds up approvals



Practice

Enable [Apply Now](#) on one of your active listings and explore what renters see. Review a sample screening report if available.

SECTION 5

Converting Rentals to Long-Term Business

Your Rental Leads Are Your Future Buyers. It's tempting to treat rental clients as one-off transactions. However, by nurturing those relationships, you can create an ongoing stream of business.

How to Stay in Touch:

- Set calendar reminders for 6-month and 10-month check-ins
- Use a CRM to automate birthday and lease anniversary messages
- Include renters in newsletters with market updates and first-time buyer tips

Educate Renters on Homeownership

- Offer free rent vs. buy comparisons
- Provide tips for building credit or saving for a down payment
- Partner with lenders or credit coaches to host webinars or send co-branded content



Agents using Rental Beast Pro often see **1-2 renters convert into buyers per year**. That's a small investment with a major upside.

SECTION 5

Converting Rentals to Long-Term Business

Deliver Value Beyond the Lease

- Share updates on neighborhood home values
- Help them understand how rent history can support mortgage pre-approvals
- Be ready with listings when they're ready to buy

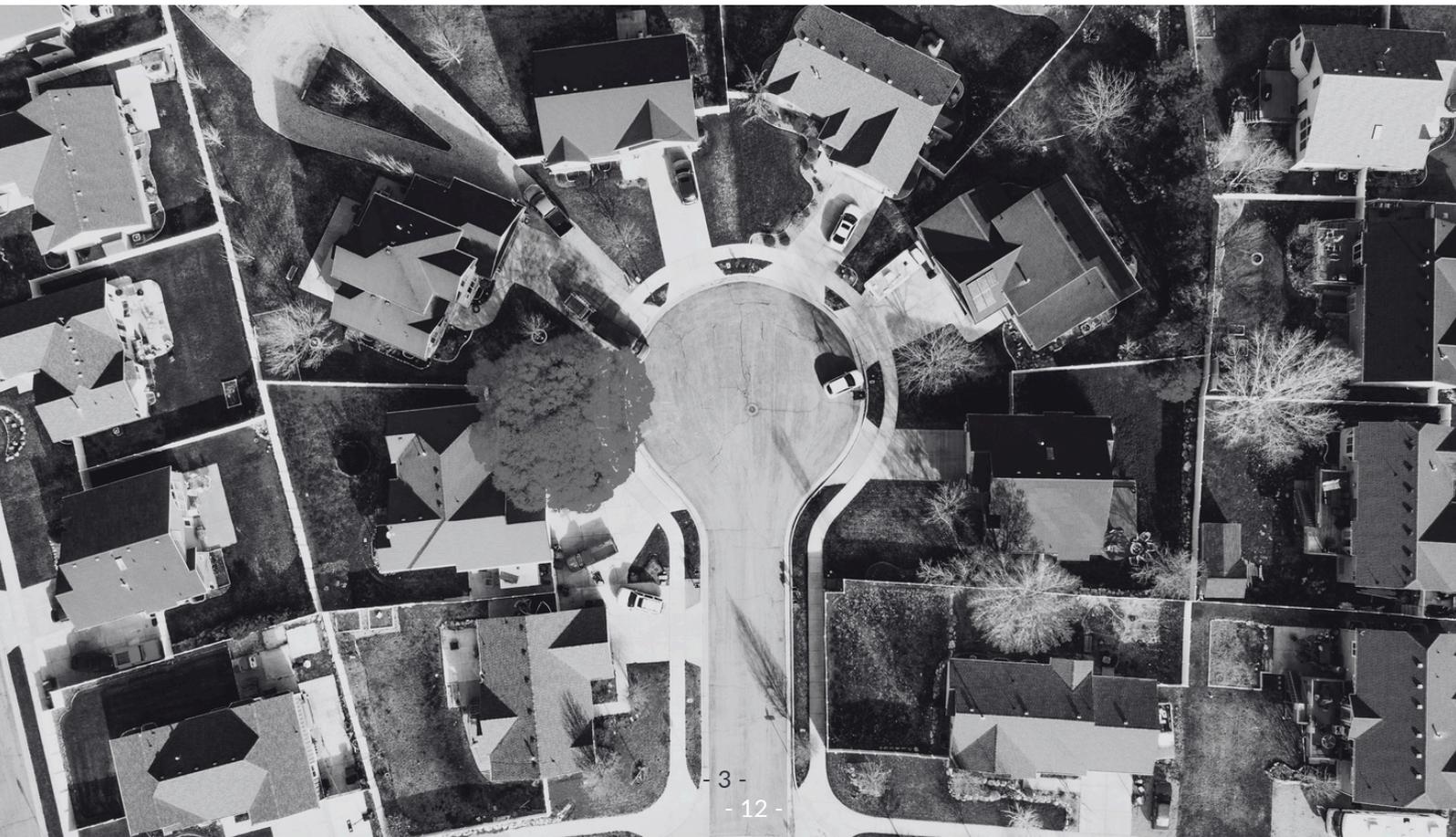
Key Takeaways:

- 🔑 Renters become buyers, so stay in touch!
- 🔑 Use CRM tools to automate relationship-building
- 🔑 Share useful content that helps clients plan for homeownership



Practice

Choose one past rental client and set up a check-in call or email with a value-added resource like a rent vs. buy calculator.





Rental Beast

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