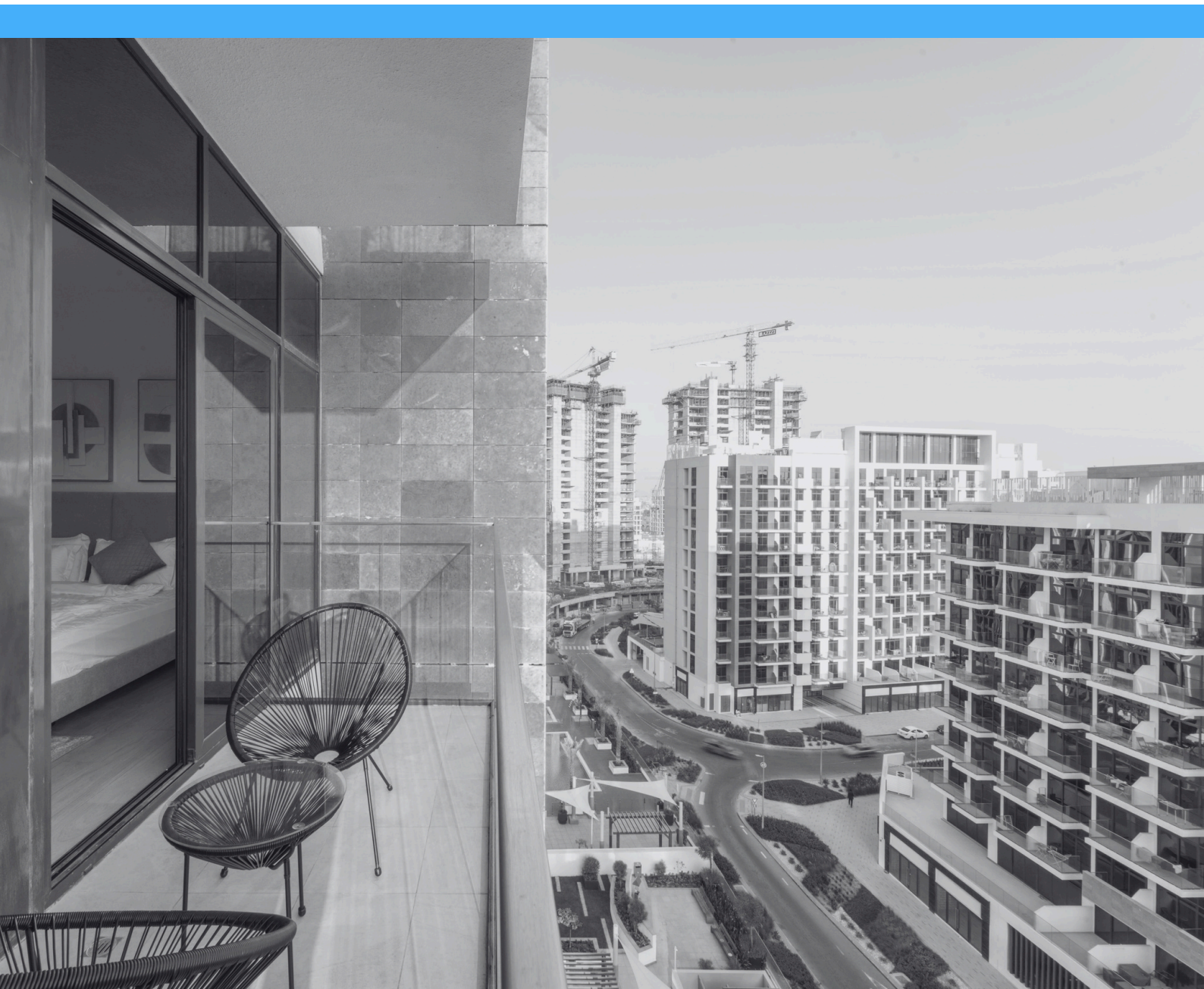




# Stay Top of Mind: Lease-End Lead Strategy for Agents





# Introduction

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Every lease has an expiration date, which means every renter is a potential future lead.

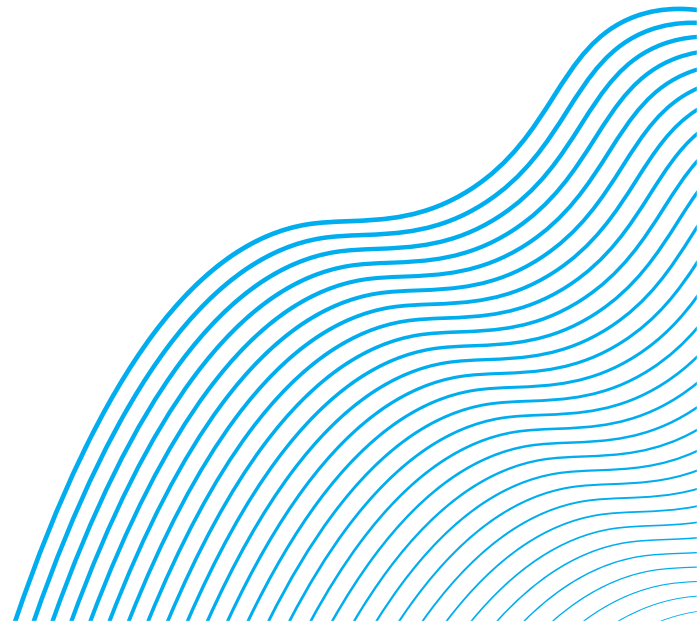
Whether your client ends up renewing, relocating, or buying, staying in touch throughout the lease puts you in the perfect position to earn their next deal. But in a world where renters are constantly targeted by online ads, listing platforms, and other agents, it's not enough to simply "check in" once a year. You need a plan to stay consistently top of mind.

Inside this toolkit, you'll find a 12-month communication strategy, plug-and-play outreach templates, social content ideas, and smart lead magnets designed to re-engage renters before their lease ends. You'll also get tips for gently introducing the idea of homeownership, so you can support renters no matter where they're headed next.



## Key Insight

According to research, **88% of clients would use their real estate agent again** or recommend them to others. But that's only if the agent stays in touch.



# SECTION 1

## Renter Touchpoint: A 12-Month Communication Plan

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Maintain a warm and professional relationship throughout the lease term. These strategic check-ins will position you as a helpful, trustworthy resource. The goal: keep renters engaged so they automatically think of you when it's time to move. Adjust accordingly if the lease is less or more than 12 months.



### **Month 3: Settling In Check-In**

"Hey! Just checking in. How's the rental working out so far?"



### **Month 6: Mid-Lease Touchpoint**

"You're already halfway through your lease! Let me know if you've started thinking about your next move."



### **Month 9: Light Market Check**

"Wondering what rents look like right now? Here's a quick snapshot of current listings in your area."



### **60 Days Out: One-on-One Chat Offer**

"Want to explore your options before renewing? I can send you listings you may be interested in."



### **30 Days Out: Last-Minute Help**

"Deadline coming up? I can help you secure a new place fast. Let's lock something in this week."

# SECTION 2


## Lead Magnet Ideas to Spark Conversations

Some renters are quietly thinking about moving but won't say so unless you give them a reason to. These lead magnet ideas offer just enough value to spark action. They also give you valuable insight into who's likely to make a move in the near future.

### Free Market Comparison Report

Offer a side-by-side snapshot: their current rent vs. similar rentals nearby. **Rental Beast** has the largest residential rentals database, providing you with unmatched rental data to get an accurate picture of the market.



 Rental Beast

### "Should I Renew or Move?" Quiz

Help renters weigh their options and spark conversation with this quick and easy quiz.

1. How satisfied are you with your current rental?

- a. I love it, no complaints.
- b. It's fine, but not perfect.
- c. I'm ready for a change.

2. Has your rent increased or is it expected to increase?

- a. No increase/staying the same.
- b. A small increase, but manageable.
- c. Yes, and it's too high for me.

3. Does your current rental still fit your lifestyle?

- a. Yes, location, size, and features all still work for me.
- b. I'm outgrowing it, or my needs have changed.
- c. It never really did, but it was fine for a while.

4. Have you thought about buying a home in the next year?

- a. Not really, I'm happy renting.
- b. I've considered it, but not seriously.
- c. Yes, I'm actively thinking about it or getting ready.

5. How do you feel about starting a new search?

- a. I'm not interested, renewing sounds easier.
- b. I'd explore what's out there if someone helped me.
- c. I'm ready to find something ASAP.

**RESULTS:**

**Mostly A's: You're Likely to Renew**  
Your current rental seems to be working well, and there's no urgent reason to move. But it's still smart to know your options. Want a quick look at similar rentals or starter homes in your area?

**Mostly B's: Time to Explore Your Options**  
You're not in a rush, but there may be better options out there, especially with rising rents and shifting needs. I can send a personalized market snapshot to help you compare. Interested?

**Mostly C's: A Move Might Be the Right Move**  
You're ready for a change, and I can help make it seamless. Whether you're looking for a better rental or are interested in buying, let's schedule a quick call to create a plan.

### "Should I Renew or Move?" Quiz

Help renters weigh their options and spark conversation with this quick and easy quiz.



[Download the quiz!](#)



# SECTION 3

## Social Media & Content Prompts

Renters are online, so should you be. Use these social post and email ideas to create content that feels relevant to renters nearing lease-end. Whether it's a market tip, a helpful reminder, or a poll to drive engagement, these prompts keep your brand visible while positioning you as the go-to person when it's time to decide what's next.

### Instagram/Email Topics:

- “3 Signs It’s Time to Move On From Your Rental” (e.g., rent hikes, poor maintenance, new life stage)
- “What’s a Fair Rent Increase?”
- “Why You Should Start Your Apartment Search 60 Days Early”
- “Buying vs. Renting: What’s Better in 2025?”

### Polls/Instagram or Facebook Stories:

- “Renew or Move?” Let followers vote and DM for help.
- “How much is too much for a rent increase?” Spark discussion.
- “What’s your must-have in your next place?”
- “What’s most important in a rental?”



# SECTION 3

## Rental-to-Buyer Conversion Tips

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Many renters dream of owning a home, but don't know where to start or whether they even can. With the right framing, you can turn lease-end into a serious conversation about homeownership and guide renters into their next move.



### Key Insight

65% of all renters said they'd prefer to own a home rather than rent. Talk to them early on about their plans for the future.

### Why This Matters

- **Most renters underestimate their buying power.** Many assume they need a 20% down payment or perfect credit. You can demystify the process and make homeownership feel possible.
- **Lease-end is a natural transition point.** Whether it's six months out or 30 days away, renters are already considering change; you just need to guide the conversation.
- **Staying in touch = staying top of mind.** Even if they're a year away from buying, being their trusted advisor now means they'll come to you when they're ready.

### Soft Lead-In Prompts

These casual, curiosity-driven questions work great via email, text, or even social media DMs:

- "Have you ever looked at what your rent could get you in a mortgage?"
- "Would you want to own if the monthly payment was the same (or lower) than your rent?"
- "Want to see what starter homes look like in your price range?"
- "Ever wonder how much you'd need to buy instead of rent?"

**Offer:** Provide a free down payment estimate or mortgage pre-approval referral.

# SECTION 4

## Key Takeaways

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Every lease is an opportunity: more than just a renewal, it can be the beginning of a long-term client relationship. By staying connected with renters throughout their lease, you position yourself as the person who found them a place AND their trusted real estate advisor for every move that follows.

### Remember:

- 🔑 **Consistency creates loyalty.** Strategic check-ins throughout the lease show renters you care, even when there's nothing to "sell."
- 🔑 **Timing matters.** Lease-end decisions often happen 60–90 days out. Staying ahead of that window gives you a competitive edge.
- 🔑 **Renters become buyers.** Most renters want to own someday. When you start the conversation early, with curiosity rather than pressure, you can be the agent who helps them make it happen.
- 🔑 **Lead magnets work.** Offering tools like quizzes, reports, or early listing access gets renters to raise their hands before they start browsing elsewhere.
- 🔑 **The tools are there.** With Rental Beast Pro, you have access to exclusive inventory and powerful lead-tracking features. Everything you need to turn lease renewals into repeat business.



Curious how Rental Beast Pro can help you win more rentals? Get a live walkthrough of the features designed to grow your rental business.

[\*\*SCHEDULE A DEMO\*\*](#)



RentalBeast

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