



Rental Beast



Summer Rental Leads Playbook

Your Guide to Winning
More Rental Leads
This Summer

Why Now: The Window Is Still Open (But Closing)

It's July. A renter emails about a listing. By the time you see it, seven other agents already have too. That's not an exaggeration, it's the market right now:

20-30%



more competition for units in summer compared to the off-season

75.2



rental competitiveness index this past peak season, the highest on record

~9 renters



interested in every vacant unit nationally, climbing higher in some areas

63%



lease renewal rate in 2025, so fewer units turn over and the ones that do go fast

WHAT THIS MEANS FOR YOU

The fastest agent usually wins. The agents who win this window aren't necessarily the best-matched; they're the fastest to respond, screen, and move the process forward.

Bonus if you have Rental Beast: Apply Now lets you screen renters and move applications forward without the usual back-and-forth. Listings using it rent 24% faster and see 2x completed applications.

Sources: [Apartment List](#), [RentCafe](#), [MPAMag](#),



How to Win Your Rental Leads This Summer

A few things separate the agents having a strong summer from everyone else:



Respond fast, every time.

The first agent to follow up often wins the lead, not necessarily the best-matched one. Set a personal rule: same-day response, no exceptions, through Labor Day.



"I'll get back to you tomorrow."



"Got your inquiry, I'll have options for you by 9am."



Make screening painless for renters.

Every extra step is a chance for a qualified renter to give up and try somewhere else, especially when they're juggling multiple applications at once. Minimal back-and-forth, clear document requirements upfront, and no starting over if something's missing.



Renters resubmitting three times because they didn't know what was needed.



One clear checklist, sent upfront, every time.

Bonus if you have Rental Beast: this is exactly what Apply Now is built for, fast, simple applications that keep renters engaged instead of losing them mid-process. Plus, Apply Now-enabled listings get syndicated to Realtor.com, Rent., and Apartment Guide for maximum renter visibility.



Don't let a rental lead be a dead end.

A renter you place today isn't done being a client, they're early in the relationship. Many will rent again, refer friends, or eventually buy. Keep even simple notes on who you've worked with, when their lease is up, and where they are in their journey.



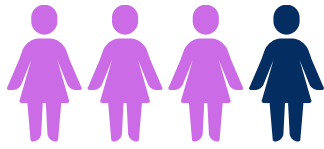
Placing a renter, closing the file, and never following up again.



A calendar reminder for their lease end date, and a text a few months before: "How's the place working out?"

Bonus if you have Rental Beast: RenterLift keeps your renter relationships organized so you're not starting from scratch when they're ready for the next step. Sign up for the waitlist [here](#).

Turn More Rental Leads Into Closed Transactions



In Q2, nearly 3 out of 4 rental leads were left waiting for an agent.

Demand for rentals is at a record high, but most of those leads are left waiting for an agent. **Rental Beast Pro** gives you access to over 13 million verified listings, along with a custom-branded webpage to showcase listings, and puts you first in line to claim these leads before someone else does.

With 113 million renters nationwide actively searching at this time of year, the agents who show up now with real inventory and the ability to actually accept the leads coming their way are the ones who earn the trust that turns into a home purchase in 18 to 36 months.

Don't let this summer's leads go to someone else. Make sure you're set up to claim them.



See how top agents use Rental Beast Pro to claim more leads and close more rentals. Get a live walkthrough with Kimberly Wilson of the features designed to grow your rental business.

SCHEDULE A DEMO



The Long Game: Today's Renter Is Tomorrow's Buyer

Every renter you help today could become your next buyer.

- The share of first-time homebuyers fell to a historic low of 21% in 2025, the lowest since NAR began tracking in 1981.
- The median age of a first-time buyer climbed to an all-time high of 40 years old.
- If mortgage rates ease toward 6% in 2026, NAR estimates as many as 1.6 million renters could become newly eligible to buy.
- Waiting until 40 instead of 30 to buy can cost a buyer roughly \$150,000 in lost home equity, all the more reason renters lean on an agent they already trust when they're ready.

WHAT THIS MEANS FOR YOU

Renters are staying renters longer than they used to. That's actually good news for agents who stay connected, because it gives you more time to be the obvious call when they're finally ready to buy.

Sources: NAR ([News](#) and [Press Release](#))

Closing Thoughts

Eight weeks of peak rental season left. That's it.

Move fast. Make the process easy for renters. Keep track of the ones you help, because they'll likely be back, first as a renter again, then eventually as a buyer. Rental Beast can make each of those easier if you're already using it.

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 [Free member benefit through your MLS!](#)



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