

WINNING THE TENANT GAME

How to attract and retain tenants in a competitive market



Rentview

Finding and keeping great tenants can be a challenging task in today's competitive rental market.

With so many options available, it's important to make your property stand out and attract tenants who will stay long-term.

In this book, we'll explore some effective strategies for attracting and retaining tenants, and how you can use technology to streamline the process.

1. Create a welcoming environment

First impressions are crucial, so make sure your property is clean, well-maintained, and has a welcoming atmosphere.

A fresh coat of paint, new curtains, and a few plants can go a long way in creating a warm and inviting space. It's also important to address any maintenance issues promptly to keep your tenants happy and satisfied.

2. Price Competitively

In a competitive market, pricing your property too high can lead to it being overlooked by potential tenants.

Do some research and make sure your rental price is competitive with similar properties in the area.

You can also consider offering incentives such as a free month's rent or waiving application fees to attract tenants.

3. Highlight the benefits of your property

One of the most effective ways to attract and retain tenants is by emphasizing the unique benefits of your property.

Whether it's a prime location, high-end amenities, or spacious living areas, make sure to showcase what makes your property stand out.

Consider creating a video tour or virtual tour that highlights these features and share it on social media platforms and rental listing websites. This will help attract more prospective tenants and increase the visibility of your property.

By utilizing virtual tours through Rentview's platform, you can easily create high-quality videos that showcase your property's unique benefits.

This can help potential tenants better understand what sets your property apart from others and increase their interest in renting from you.

Additionally, Rentview's platform allows you to easily share these videos on various online platforms, making it easier for prospective tenants to find and view your property.

4. Streamline the application process

Make it easy for tenants to apply for your property by offering an online application process. This can save time and eliminate the need for potential tenants to come in person to fill out paperwork.

With Rentview's platform, you can easily access and connect with verified tenants while streamlining the application process.

5. Maintain Communication

Good communication is key to retaining tenants. Respond to inquiries promptly and address any concerns or maintenance issues as quickly as possible.

Consider sending a monthly newsletter to keep tenants informed about any updates or upcoming events in the area.

6. Offer Amenities

Offering amenities such as on-site laundry, parking, or a fitness center can help attract and retain tenants. While some amenities may require an investment, they can ultimately increase the value of your property and make it more appealing to potential tenants.

In conclusion, attracting and retaining great tenants in a competitive rental market takes effort and a strategic approach.

By creating a welcoming environment, pricing competitively, using online listings, streamlining the application process, maintaining communication, and offering amenities, you can set your property apart from the competition and attract long-term tenants.

And with Rentview's platform, you can easily access and connect with verified tenants to simplify the process even further.