rentspree

The Future of Real Estate

RENTALS + TECHNOLOGY

2021 REAL ESTATE SURVEY REPORT

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Introduction

Over 400,000 landlords, agents, renters, and property managers rely on RentSpree's rental software – across all 50 states. Together we are building connections and creating a standard rental process, one transaction at a time. With that in mind, it is important to not only ensure that our customers are satisfied with our work but that we keep our finger on the pulse of what is happening within the rental industry.

So we conducted a survey amongst all RentSpree users.

SURVEY PARTICIPANT OVERVIEW

Survey Responders | 581

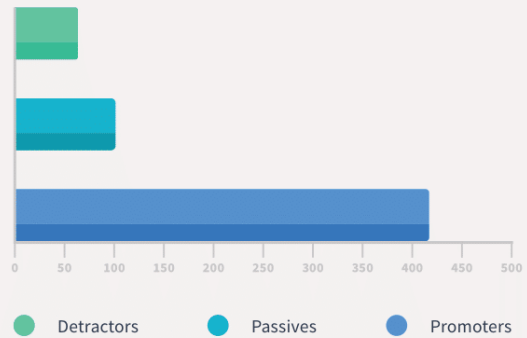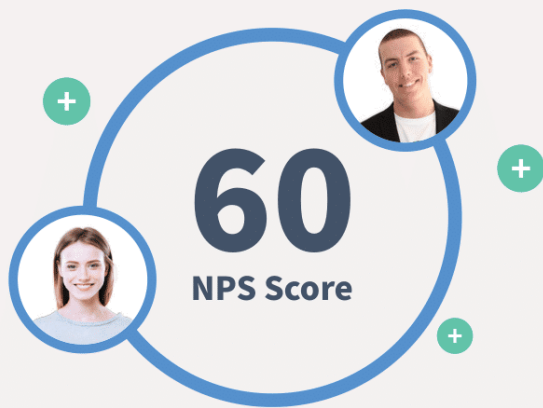| **67%**	**21%**	**6%**	**6%**
Real Estate Agent	**Landlord**	**Property Manager**	**Other**

Average years of experience in real estate for all responders - 13

60

NPS Score

Detractors ●   Passives ●   Promoters ●

(bar chart x-axis: 0, 50, 100, 150, 200, 250, 300, 350, 400, 450, 500)

Throughout 2020 RentSpree saw:

an increase in rental applications by **125%**

visitors to the site have **more than tripled**

2020 was a monumental year and the change that it brought will have lasting effects on the real estate industry.

While the market is uncertain, the demand for rentals has never been greater.

That left us asking, what are agents experiencing with their businesses? What challenges are they facing?

Survey Highlights

➜ Agents/brokers should embrace rentals.

➜ New agents need to leverage technology & social media to build their business.

➜ Experienced real estate industry minds are saying money matters but having a support system matters more. Resources, coaching, and tools that promote efficiency are the key to having a long-lasting business.

➜ Landlords and property managers should actively seek out solutions that will make the rental process less stressful and cumbersome.

EXPERIENCED REAL ESTATE AGENTS & RENTALS

Experienced agents are working on more rentals.

In 2020, agents with less than 2 years of experience completed on average 2 rental transactions.

30% of respondents reported that in 2020 their brokerage completed more than 50 rental transactions.

For brokerages, the number of completed rental transactions is increasing year over year.

NEW AGENT
0-2 Years

SOME EXPERIENCE
3-9 Years

EXPERIENCED AGENT
10+ Years

In 2020, agents with 3 years or more of experience were 3 times more likely to complete a rental transaction.

THE RENTSPREE TAKEAWAYS

- Experienced agents have cultivated a robust clientele, among which are investment property owners that need renters. These types of clients will rely on their agents to identify and screen potential tenants.

- Newer agents often see rentals as a waste of time, given the ratio between time spent working a rental listing and the compensation.

- Newer agents also tend to underestimate the potential that rentals can bring to their overall real estate business. Primarily, lead generation and substantive client relationship building that can result in future home sales.

TECHNOLOGY IN REAL ESTATE

SURVEY FINDINGS

Experienced agents rely on social media now more than ever.

Only 23% of agents with less than 2 years of experience reported using Facebook or Instagram to market listings, compared to over 40% of agents with 10+ years of experience.

All real estate agents reported that they were at least somewhat knowledgeable about technology.

Only 25% of new agents identified as tech savvy.

40% of experienced agents identified as tech savvy.

THE RENTSPREE TAKEAWAYS

In terms of marketing, social media is a key tool for agents with 10 or more years of experience. They are leveraging the power of their networks to market their listings and their services.

REAL ESTATE AGENT NEEDS REFLECTED IN COMPENSATION

SURVEY FINDINGS

People still need teams and resources.

Based upon the indications of the compensation models of each agent, it is clear that teamwork and the mentorship that comes with working in a traditional brokerage is highly valued.

Real estate agents' answers were evenly split when indicating the comp model of their brokerage.

- The 100% commission compensation model was highest amongst experienced agents.

- New and somewhat experienced agents were overwhelmingly in agent/broker split compensation models.

100%
COMMISSION
COMPENSATION
Experienced
Agent

New/Somewhat
Experienced Agent

AGENT/BROKER SPLIT

CAPPED   UNCAPPED
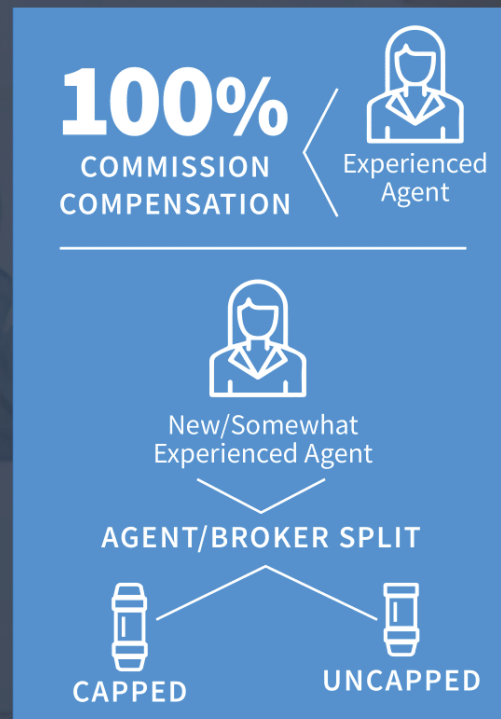
THE RENTSPREE TAKEAWAYS

Establishing a good team, building a good network of support and resources, and being coached well can lead to long-term success. Agents with less experience are willing to take the split initially, so that they can learn, build their business and work to reap the long term financial benefits. The 100% commission model will always be there and will be more profitable for the agent if they are set up for success properly earlier in their career.

RentSpree has made both education and encouragement a priority for our customers that are newer agents, making sure they understand the importance of working with their brokerages and being a part of their resource pipeline.

USER PAIN POINTS & THE BOTTOM LINE

SURVEY FINDINGS

"The technology sucks, duplicating tasks, time spent getting documents ready to be signed is ridiculous (dotloop is great but it can be better), collecting docs & aggregating them (people send me pics of docs all the time) is tough."

-REAL ESTATE AGENT PAIN POINT

"Finding consistent, accurate information about areas and all the "nuance" factors to consider that go along with them, especially for out-of-state properties."

-PROPERTY MANAGER PAIN POINT

User Pain Points

Hassle of Paperwork

Mastering Time Management

THE RENTSPREE TAKEAWAYS

Because most propety owners and landlords work independently, over 88% according to our survey, being able to screen tenants with efficient tools promotes confidence that they will find the right tenant during their application process.

We understand that doing rentals can be on the lower end of the focus spectrum for real estate agents. With the number of rental transactions increasing within the real estate sector, agents are going to have to do them. So, it's incumbent upon RentSpree to emphasize the upside to doing rentals - which is a lead generation tactic and additional revenue-generating opportunity.

Beyond that, RentSpree's growth is aimed at becoming the end-to-end product, from listing to lease, that keeps agents connected in a seamless and efficient way to their renter clients. It's that connection that greatly enhances the likelihood of that renter seeking out the agent when they are ready to purchase instead of lease.

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RentSpree provides award-winning software known in all 50 states for its universal tenant screening process, renter management, partnership program, and rental screening API that enables any platform to incorporate an automated screening process in as little as one week.