Seven Simple Property Listing Tweaks to Attract the Best Renters

The **National Multifamily Housing Council** has tracked occupancy rates and other rental trends for many years. Recent reports have mostly brought good news for property managers and landlords. Over time, U.S. occupancy rates and rental prices have trended up in almost all major markets.

But even in an era of high demand, there are many reasons to look at your marketing strategy, specifically around your property listings. Optimized property listings can help make the entire process of turning a prospect into a renter more efficient.

Use Listings to Attract the Right Renters to Your Rental Properties

Renters are out there, and some property managers might not find attracting renters challenging. However, having high-quality renters typically increases profits much more than having a large number of renters. These tips to improve property listings should help draw the right kind of renters, which will have a positive impact on your resident retention rate.

1.
Don't Be Afraid to Overshare

By letting interested tenants know as much as possible about a property you can reduce the amount of time you spend fielding queries about things that could have been mentioned in the listing. It's also an opportunity to highlight positive features and what sets your properties apart from the competition down the block.

Mention basic features like:

- **Onsite facilities (such as pools and health clubs)**
- **The number of bedrooms and bathrooms**
- **Modern kitchen or bathroom upgrades**
- **Lease rent options**

Also mentioning advantages like nearby transportation, great schools, and other benefits of the surrounding area might help to put you on top.

2. Include Clear and Attractive Photos

Most listing platforms allow photos. If so, make sure you make the effort to post good images. A few nice pictures can be worth a thousand words of description in helping attract the right individuals and families.

Try to include:

- **Exterior photos on blue skies with the sun behind you**
- **Interesting angles**
- **Interior photos with clean or empty rooms**
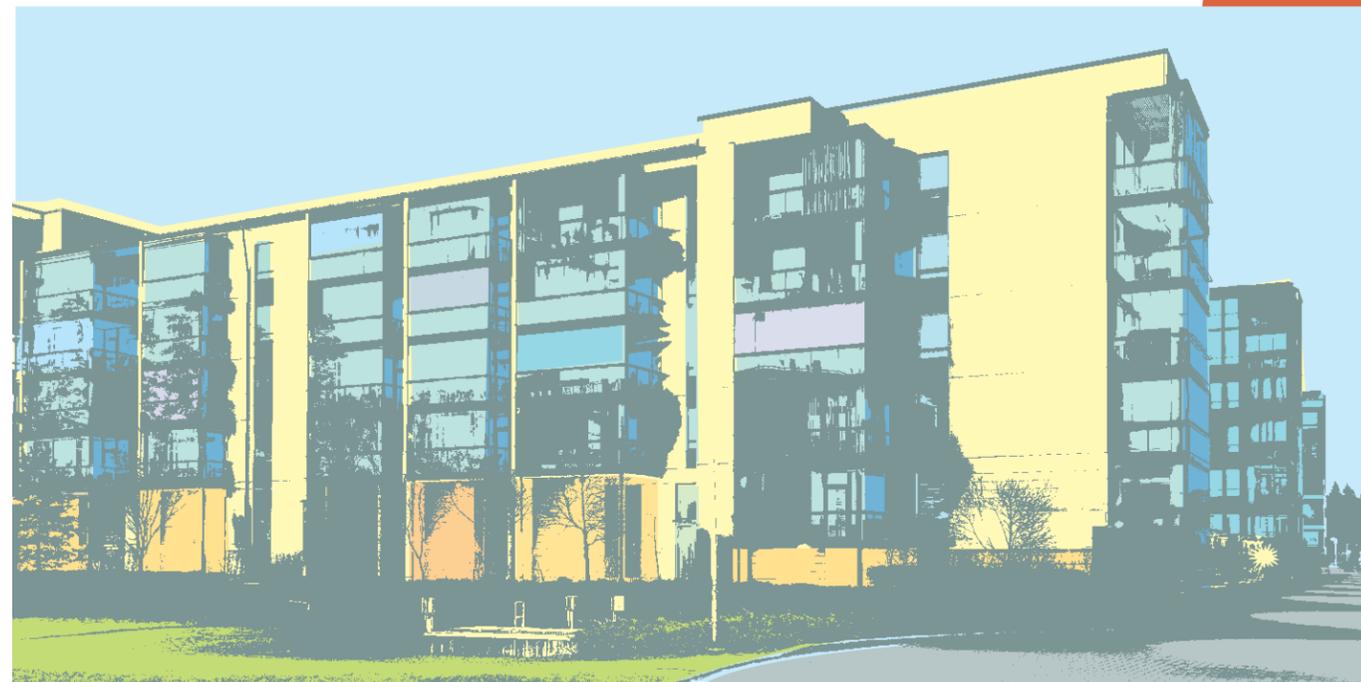
3. Let People Know What You Require of Them

By making rental standards clear in the listing, it's possible to let some people disqualify themselves. Your listing won't help you if it attracts mostly unqualified renters. On the other hand, a concise summary of rental requirements can help attract ideal renters.

Most folks know if they have a good or a poor credit rating, or have been penalized for breaking a lease in the past. In addition, qualified renters will probably be happier to rent an apartment in a complex with other qualified renters. They may view this as an advantage because they will want to live in a community with other responsible renters.

4. Appeal to the Right Demographic

Certainly, you should plan to attract the right demographic before you sit down to create any listings. It might be helpful to devise some ideal renter personas for the same reasons that product marketers develop buyer personas. Think about income levels, family situations, and preferences of ideal renters. You might base these personas upon previous renters who have been good tenants or upon research data.

Property managers should know if they plan to appeal to professional singles, middle-income families, low-income seniors, or wealthy socialites. Set contact information and visiting hours that appeal to those people. For example, younger adults may prefer to text with their phone, and working families may need after-hours communication and office hours. While some renters may be attracted by community activities, others may not care at all. If you know who your ideal renters are likely to be, you should have an easier time crafting your listing to attract them. (Always remember to follow fair housing laws and any local and state regulations.)

5. Let Future Renters Know That You Cater to Them

Besides making sure people understand how to qualify and mentioning features, you can also make sure that certain groups of people know your property caters to them.

Does your property already have modifications that make it easy for disabled or elderly people to live there? Does it have a playground for children and a nearby stop for the school bus or other transportation? Are you set up for high-speed internet access and cable TV? Highlight features that help renters figure out that your complex is well suited for them and their families.

6. Consider Linking to Online Applications and Surveys

Online applications and surveys can certainly qualify—or at least pre-qualify—applicants before you take the time to talk with them or accompany them around your property. When you get a chance to actually speak with potential renters, you'll want to spend plenty of time with them. If you can manage to only see ideal renters, your time will be used more efficiently.

In addition, applications and surveys can do more than provide you with information; they can also help to reinforce all sorts of things that you want to be certain that potential renters know about your rental property, such as your standards and rules. And many renters prefer the convenience of qualifying online before they set aside time to view a future home, so online access actually becomes an additional selling point.

7. Cite Your Other Online or Offline Properties

Since you're going to post your listings, you might as well use them to help connect viewers to your other internet properties. People like to research decisions online, and your company website and social networks should help them do that. If a renter isn't quite ready to move, you can make sure that he or she bookmarks your site or joins your social page for reference later.

A renter might not decide to move into one specific rental property that you own or manage. If you manage other properties, why not let these people know that you can offer them choices? Try to make your listings work hard, so that your job can become easier.

High demand for a product is no excuse to get sloppy. Whether occupancy rates are up or down, working more efficiently always helps increase profits and reduce workloads.

If done correctly, a great property listing can attract the best, most qualified tenants and save you time in the leasing process.

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