

A Step-by-Step Guide for a **Result-Driven** Rental Ad

Use this easy-to-follow, data-driven guide to ensure your rental ads are delivering you qualified prospective tenants.

START HERE

Is your ad getting consistent views?

NO

1 Tenants are not finding your ad

- Multiple websites?
- Professional photos?
- Do the keywords match your customer's needs?
- Does your listing platform appeal to your specific tenant?
- Is your ad clear and written well?

YES

Are you receiving inquiries?

Phone calls? Emails? Texts? Messenger?

If you are getting consistent, daily views but little to no response, then there is a disconnect with your messaging.

NO

2 Your ad is not getting responses

- Professional photos?
- Written in benefits?
- Call to action?
- Price in line with market expectation?
- Keywords match your customer's needs?
- See #1

YES

Are you booking viewings?

At the end of the call, are your prospects asking what is next? Did you ask for the viewing?

NO

3 There is a disconnect in your messaging

- Are your expectations reasonable?
- Is your demeanor professional and friendly?
- Unsure? Get a second opinion.

YES

Are the prospects showing up to the viewing?

NO

4 Tips to improve attendance

- Life happens. Have your prospect confirm the viewing an hour before.
- Review your curb appeal.
- Generally, the further out the viewing is booked, the more likely of a no-show. Book sooner rather than later.

YES

Are your prospects asking for a rental application?

NO

5 That's okay. Try this:

- Are your expectations reasonable?
- Is your demeanor professional and friendly?
- Unsure? Get a second opinion.

YES

Are the prospects returning a completed application?

NO

6 What is your application process?

- You may need to simplify the process, but don't sacrifice your due diligence.
- Be the prospect and test your process.

YES

Success!

Congratulations! Start your due diligence to select your next great tenant.