

# The New Leasing Journey



# A Message From the CEO

As a rental home investor, there is no word I dislike more than “vacancy.” I co-founded Rentzap with my property manager, Lou Osborn, Jr., with the bold intention to eliminate as many vacant days as possible. To an investor and property manager, vacancy is nothing but time and money lost.

The “old way” to rent a home is slow and broken. Phone tag, scheduled viewings, and inaccurate listings add days on market, hurting everyone -- me (the owner), my property manager, and our prospective tenants (our future customers!).

We decided to approach our leasing process through the lens of providing the best customer service to home seekers as possible. We believed that in doing so we would get better tenants, command a higher lease price, and rent out our homes faster than our competition.

We were right! We discovered three core pieces that formed the basis of Rentzap:

1. High quality photos and listings cast a much wider net — 30% wider to be exact.
2. Home seekers want to view and communicate when and how it’s convenient to them — 60% of the time this is after hours when leasing agents are unavailable.
3. Trust sets the relationship off right. By creating a process around home seekers desires, our home seekers (the people who pay the bills) built incredible trust in our company and were much easier to manage during the duration of the lease.

Rentzap is proof that by trusting one another smartly through the use of technology, everyone wins. My investment properties make more money. Home seekers have found homes much faster and with less effort. And my property manager has freed up his time to work on managing the asset.

I hope you embrace this new rental journey and find the same success we have. I look forward to working with you.

Cheers,  
Brian Coughlin

A handwritten signature in black ink that reads "Brian Coughlin". The signature is written in a cursive, flowing style.

CEO, Cofounder

The smartphone (and its apps like Uber and Amazon) has forever changed how people look for homes.



## A New Era

Today, 91% of home seekers start their search online, and they expect what they see online to be extremely accurate.

Additionally, they expect to be able to see properties on-demand, without the pressure of having an agent present -- they'll view many properties in a day by themselves, rather than a couple of properties over a few weeks with an agent.

The good news for you is they also make their decisions faster, meaning as long as you've given them the experience they expect, your homes will spend far less time sitting vacant.



## Trust

The seeker journey is all about someone telling themselves a story about your property -- a story you hope will include them. The way to help seekers picture themselves in the story is to build trust, to help them see a better lives for themselves by renting from you.

Traditionally, Realtors have held a monopoly on trust -- before the internet made communication and verification of information readily available, a trusted third party was the best option.



But with today's technology, the involvement of a human actually does more harm than good...

## Trust

Instead, they slow down the process and create major risk of human error (particularly when it comes to Equal Housing), not to mention pushing less qualified seekers into homes for personal gain.

Perhaps most notably, seekers have a hard time picturing themselves in a new home when someone is actively selling it to them -- nobody likes being sold to, especially around such an important piece of their lives; doing so destroys trust and starts the renter relationship off on the wrong foot.

Rentzap is committed to building trust with seekers on your behalf, while also reducing risk, in ways that are only possible with modern technology. That trust gets carefully built through each stage of the seeker's rental journey...

The first step in building trust is representing the home in the most accurate and attractive way possible at the point of discovery for the seekers.



## Online Listings

By taking professional photographs each time a home comes vacant, and providing a bespoke, accurate description of the property, we ensure seekers get an authentic view into the property from the comfort of their smartphones or laptops.

We know seekers appreciate this, as our listings receive 30% more views on average than competitors.

Not only do we give seekers a way to picture themselves living in a home immediately, we also build trust with them on your behalf -- a landlord who cares enough about their property to show it off in the best possible light online is someone seekers want to rent from.



While seekers don't want someone hovering over them as they try to picture themselves in their new home, they do still want to know they can get a hold of someone, preferably over text.

## Communication

Rentzap learned this lesson the hard way, starting out as a call center and seeing less than a third of leads responding to our calls and answering all our questions.

A simple switch to texting pushed that number to well over 90% -- it was immediately clear that texting is the communication method of choice for seekers today.

While much of our system is automated to ensure the fastest possible experience, we also have a human plugged in and ready to respond quickly should questions or issues arise.

Communicating quickly, clearly, and over the seekers' preferred method of texting builds even more trust on your behalf -- seekers trust they'll get fast responses to maintenance or other issues in their new home, which is a huge selling point for many.



Seekers dislike traditional showings for two big reasons: the scheduling and the pressure.

## Showings

Coordinating two or more peoples' schedules is one of life's biggest pains -- it's stressful for both parties even when it's successful. It also adds unnecessary time to your property's vacancy.

Additionally, most of the best tenants have good jobs, which means they're not likely to be available for viewings when your team is -- over 60% of our viewings happen outside of normal business hours, and 90% happen within a day of discovering the property online.

The pressure from viewing with someone else there makes it harder to imagine oneself living in a property -- their energy is torn between trying to make a good impression, answering questions, and navigating sales tactics, rather than focusing on their future in the home.



# Showings

By the time they view with Rentzap, seekers have just as much skin in the game as a rental agent using the MLS -- we have their phone number, ID, and personal information like income, plus they're held responsible for any damage or issues during their viewing.

This buy-in from their side means your team is only dealing with serious applicants after they've viewed, rather than chasing down dead leads. It also means seekers are motivated to provide honest feedback, and keep your home more secure.

*"This system is amazing, you are on to something! The ease of viewing and pre questions- love it!! To the point, no nonsense. Great house and great system of viewing! Thank you."*



*"The independence and large viewing window is wonderful. Easy instructions and everything worked as explained."*

*"This was the best experience so far- no stress of a person standing over our shoulder while we viewed."*



The biggest long-term advantage of catering to seekers on their new rental journey is the quantity and quality of data that the system generates.

## Data

Our On-Site Specialists track features of each property to measure their impact on rentability. As we gather more data, this will lead to better pricing decisions and even less time on market.

Even more importantly, communicating over texting means we have a written record of what seekers say and do. This means we can help you understand the entire marketing funnel for your property:

How many seekers are interested?

How many were declined and for what reasons?

How many viewed it?

What feedback are we getting that we could act upon?

The combination of a written record and no agent hovering during the viewing also means seekers provide more honest, actionable feedback, helping you minimize time on market and maximize profits.

Questions? Concerns?  
Let's chat!

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