

# LeaseRunner Releases Rental Industry Report Detailing Top Industry Trends

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/EINPresswire.com/ LeaseRunner, a comprehensive online tenant screening service, has issued the results from its second annual Rental Industry Report detailing the latest trends in the rental housing sector, which indicate rising rents over the next year.

LeaseRunner, a comprehensive online tenant screening and digital leasing services provider has released the results of its Second Annual Rental Industry Report, which reflects expected increases in rents over the next 12 months.

LeaseRunner's report reflects critical industry trends gleaned from data collected from real estate investors, real estate agents and accidental landlords. Highlighting this year's report is the current economic environment and its impact on property management, expected changes in charged rent, applicant demand and investor motivations.

LeaseRunner is well-suited to conduct and report on the conditions of the rental housing market given the company's in-depth knowledge and penetration of the market segment and its position as an industry leader in online tenant screening services. Among the highlights of this year's report is that 95% rate of respondents believe that holding on to rental property for the foreseeable future is a solid strategy. In addition, 60% of the respondents expect rents to climb over the next 12 months.

Another bright spot for the industry is reflected in the fact that 71% of respondents said that when their properties due become available for rent, typically they will have three or more applicants vying for the lease, indicating strong market demand for available units.

"We've learned that most real estate agents and investors are looking to buy long term, since income properties are a significant part of their retirement plan," said LeaseRunner founder and CEO, Joe Buczkowski. "Conversely, we've learned that many accidental landlords are not looking to hold long term and likely will be the first group to sell properties in the near term."

Having gained a significant foothold in the business by using a digital leasing web application that allows users to manage leasing transactions from any web-connected device, LeaseRunner has established a foothold in online tenant services, and as such the company is an ideal source for collecting data and analyzing trends from the rental housing market. The company's digital lease documents that allow tenants to [pay rent online](#) are popular with independent landlords

and real estate professionals alike. Its online rental management software technology can be integrated quickly and easily with online rental applications and rental ads.

LeaseRunner's annual Rental Industry Report is crafted using data from its customer base, which consists of real estate agents, brokers, investors, accidental landlords and property managers from more than 2,000 cities nationwide. It is a must-read for professionals in the rental housing market and a valued reference for anyone involved in the industry.

LeaseRunner's annual survey also contains data and market trends broken down by industry groupings. So, while their rental housing market data and trends are presented in the aggregate, readers are also able to drill down further into the report to analyze survey responses from each group polled. For example, this year's report notes that while 78% of real estate agents and 76% of real estate investors say they are considering buying investment properties in the next two years, only 54% of accidental landlords say that they will also be in the market to purchase investment property.

The annual LeaseRunner Rental Industry Report is becoming a top resource for the rental market industry and this year's report focused on trends linked directly to overall activity in the U.S. housing market and investment activity as projected over the coming year.

"The survey results show that real estate professionals and investors are actively looking to acquire investment properties, so real estate agents must understand how to analyze and market a property from the investor's point of view," Buczkowski said.

About LeaseRunner: LeaseRunner is a comprehensive online tenant screening and digital leasing web application services provider, making it possible for users to manage leasing transactions from any web-connected device. The company's widely used tenant screening technology may be used for conducting credit and criminal records checks, processing landlord and/or tenant rental applications, online rental leases via digital signing software and online rent collection.

For more information about LeaseRunner visit their website or call 303-468-8018.

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