

Ruos Rental Introduces New Peer-to-Peer Platform to Help Americans Earn Income From Underused Household Items

The North Carolina-based startup launches in response to the growing demand for alternative income sources amid economic uncertainty.

MONROE, NC, UNITED STATES, July 14, 2025 /EINPresswire.com/ -- Amid rising economic

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With Ruos, we've created an easy and secure way for people to turn underused items into reliable income streams, no matter where they are.”

*Francisco Diego, Co-founder
of RUOS*

uncertainty, a new startup based in North Carolina is offering an unexpected but highly practical solution: turning everyday household items into sources of supplemental income. [Ruos Rental](#), a peer-to-peer platform available on iOS and Android, allows individuals to list and rent out underused possessions—from power tools and party gear to camping supplies and baby equipment—within their local communities.

This new model provides a low-barrier path to [passive income](#) for households feeling the financial pinch,

particularly in areas where traditional investment options remain out of reach.

Rethinking Ownership in an Age of Excess

Americans are known for accumulating material goods. According to the U.S. Department of Energy, nearly 25% of people with two-car garages don't have room to park even one vehicle due to excess storage. The self-storage industry, now surpassing \$38 billion annually, reflects a growing trend of items purchased, stored, and forgotten.

“What if the items gathering dust in our homes weren't just clutter, but capital?” asks Francisco Diego, co-founder of Ruos Rental. “Many of us already own what someone else needs for a day. What we've built is a secure, community-based way to connect those dots.”

A Simple, Secure Model for Local Rentals

Ruos Rental's model is intentionally straightforward. Users can list items such as hedge trimmers, inflatable mattresses, ladders, folding chairs, or pressure washers. Neighbors within a

local radius can reserve and rent these items for short-term use. Payments, verifications, inspection checklists, and return confirmations all happen within the app.

To ensure trust—a known challenge in peer-to-peer exchanges—Ruos Rental has implemented a multi-layer safety framework. This includes:

1. Verified user profiles
2. In-app payment security
3. Pick-up and return inspections
4. Review and rating systems
5. GPS validation for physical handoffs
6. Dispute resolution processes

These features help mitigate the hesitation many users have when lending or renting valuable items to strangers.

Real-Life Economics of Underused Tools

The logic behind Ruos Rental is backed by numbers. Consider the example of a power drill. According to U.K.-based consultancy WRAP, the average drill is used for less than 13 minutes across its lifetime, despite costing between \$50 and \$150. In a community where multiple households require the same tool for a short period, the opportunity to share rather than own becomes not only sustainable but economically sound.

If a single drill is rented out five times per month at \$10 per day, it could generate \$600 annually, covering its cost several times over. Multiply that by multiple items—folding tables, baby swings, leaf blowers—and the result is a meaningful stream of passive income for many households.

Serving the Underserved

While tech-enabled rental models have existed in the hospitality and transport sectors for years (e.g., Airbnb, Turo), few platforms have focused on the non-glamorous but highly practical items tucked away in American homes. Ruos Rental sees this as an opportunity for inclusion, especially for those who lack savings or investment capital.

“I didn’t have money to invest, but I had things I wasn’t using. That became my capital,” says Carla M., an early user from North Carolina who has listed baby items and outdoor furniture on the platform.

The company believes this model could especially benefit marginalized or lower-income communities, where access to traditional paths for generating passive income—stocks, real estate, or online business ventures—can be limited or high-risk.

A Cultural Shift Toward Access Over Ownership

Ruos Rental is part of a broader societal trend. Millennials and Gen Z, in particular, have embraced the access economy—from music and movie subscriptions to ride-shares and coworking spaces. The idea of owning less but accessing more is increasingly seen not as a compromise, but as a conscious lifestyle choice rooted in sustainability and financial pragmatism.

According to a 2024 Pew Research report, nearly 65% of Americans under 40 would consider renting household items rather than buying them, particularly if it helps them save space, reduce clutter, and lower spending.

“Ownership used to be the marker of wealth,” notes Diego. “Now, flexibility is. People want access when they need it and cash flow when they don’t. That’s what Ruos enables.”

Growth and Community Engagement

Currently available in select U.S. markets, Ruos Rental is focusing on community onboarding in suburban and urban areas where demand for occasional-use items is high. Early adopters in North Carolina, Georgia, and Texas are already listing a wide range of items including:

1. Gardening tools
2. Camping equipment
3. Popcorn machines
4. Baby cribs
5. Folding bikes
6. Holiday decorations
7. Cleaning machines like carpet shampooers

The company plans to expand through localized outreach, partnerships with community centers, and small business collaborations. For example, party rental businesses and mobile DJs have expressed interest in using the platform to supplement their inventory during high-demand weekends.

The Road Ahead

Ruos Rental is currently bootstrapped and operated by a lean team of entrepreneurs passionate about the circular economy. Its next steps include further feature enhancements based on user feedback and exploring strategic partnerships with local retailers and hardware stores.

“We’re not just launching a tech app—we’re redefining how people think about everyday value,” says Diego. “In a time when financial freedom can feel out of reach, we’re giving people a way to earn from what they already own.”

About Ruos Rental

Ruos Rental is a U.S.-based peer-to-peer rental marketplace that enables individuals to rent out their underused household items in a safe, local environment. Designed for those seeking alternative income streams, the platform offers in-app payments, security features, and community-based connections. Ruos Rental is available for download on the Apple App Store and Google Play Store.

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