



MARKET METRICS REPORT

KNOW YOUR RENTAL MARKETS

The RentRange® Market Metrics Report gives you insight into monthly rental prices at the MSA, county, city, and zip code level for single-family detached and multi-family rentals, with historical trends since 2009.

HOW WE HELP

- ⬆ Rental price trends and seasonality
- ⬆ Market performance for acquisition and disposition strategies
- ⬆ Rent-to-income ratios, vacancy and days on market rates
- ⬆ Income potential of investment properties to mitigate risk

HOW IT WORKS

- ⬆ Rentrange gathers data from numerous public, licensed and proprietary sources to provide you with exceptional coverage across the US
- ⬆ Only closed/leased rentals are considered and all incoming data is subject to multiple layers of data cleaning filtering to help ensure only valid data points are included

- ⬆ RentRange employs modeling techniques such as moving average smoothing to reduce inherent volatility of the trend, yet retain seasonality

OUR DIFFERENTIATORS

- ⬆ Accurate trending and seasonality data derived from an extensive rental listing data set
- ⬆ See actual rental prices with available trend history from 2009, in an easy to use format
- ⬆ Advanced cleaning and filtering methodologies help ensure rental trends are accurate and reliable
- ⬆ Sophisticated measurement methodology supplemented with data modeling helps provide reliable trend data for very granular data segments

DATA POINTS

Rentrance provides deep coverage at all geography levels. For each geography, data is aggregated for:

- ⬆ Single family detached (1-5 bedrooms)
- ⬆ Condo/townhome(1-4 bedrooms)
- ⬆ Apartments and 2-4 unit multi-family(1-5 bedrooms)