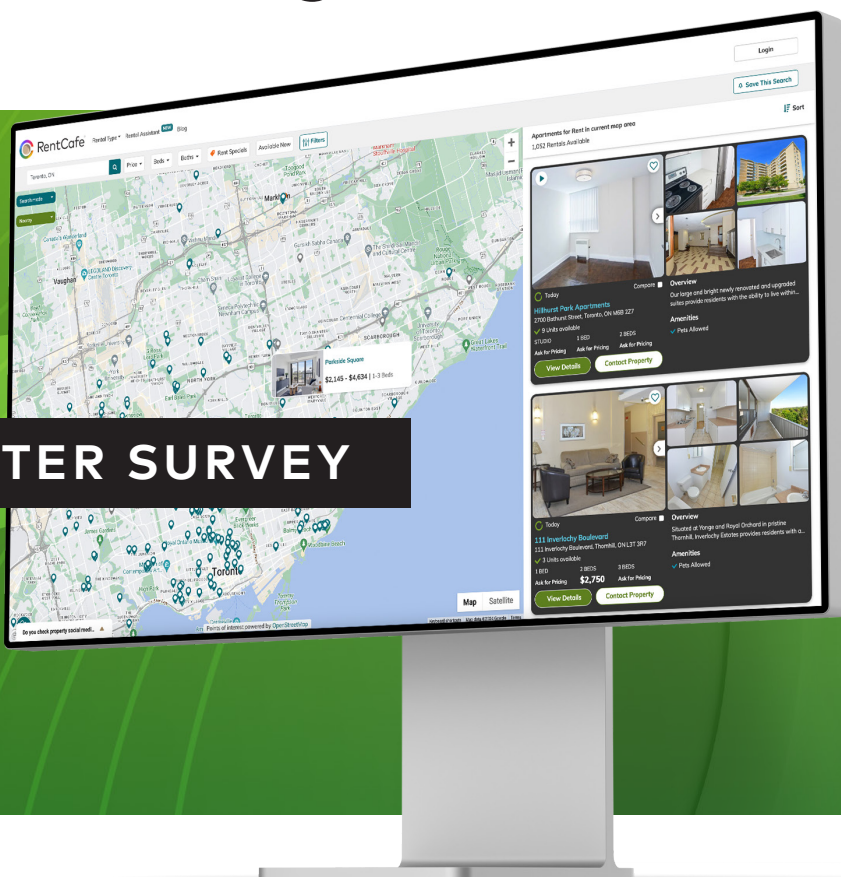


What do renters want to see in an apartment listing?

CANADIAN RENTER SURVEY



If you're in the business of marketing or leasing apartments, you've probably wondered what you can do to make your apartment listings more attractive to renters.

There are so many options available today, especially when it comes to photos and videos. **We all know that seeing is believing, but what do renters really want to see in an apartment listing?**

To find out, we ran a survey on [RentCafe.com](https://rentcafe.com) that was answered by over 1,000 Canadian renters who were searching for apartments.

Here's what we asked renters and how they responded.

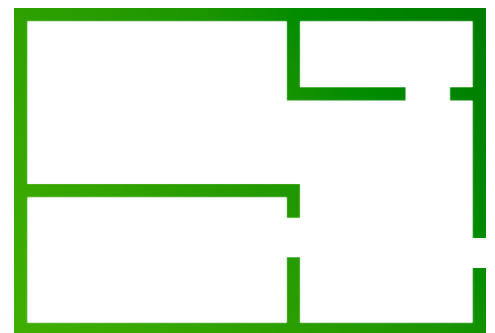
Which photos are most influential as you look for a new home?

Interior apartment photos	78%
Amenity photos	9%
Exterior buildings photos	7%
Neighbourhood photos	6%



How important is a virtual tour of an individual floor plan?

Very important	44%
Important	40%
Not important	16%



How important is a virtual tour of community amenities?



Very important	26%
Important	42%
Not important	31%

What is the biggest benefit you gained by visiting RentCafe.com?



It helped me compare properties to narrow my search	77%
It helped me to make a final decision to apply	22%

Takeaways from the survey

Focus on high-quality interior photos

The survey overwhelmingly shows that **78% of renters prioritize interior apartment photos** when searching for a new home. This highlights the importance of showcasing the apartment's layout, features and overall ambiance through professional photography. Invest in clear, well-lit photos that capture the functionality and aesthetic appeal of each room.

Virtual tours are valuable, but prioritize individual floor plans

While both individual floor plan and community amenity virtual tours are seen as valuable by a significant portion of renters, individual floor plans reign supreme. This suggests that **potential tenants are primarily interested in visualizing the specific unit they might live in** and how their furniture and belongings would fit. Consider offering virtual tours of various layouts but prioritize showcasing the specific unit available for rent.

Highlight features that aid comparison and decision-making

The survey reveals that **77% of renters found comparing properties on RentCafe.com helpful in narrowing down their search**. This underscores the importance of providing detailed and accurate information in your listings. Include clear descriptions of the unit's features, amenities and any unique selling points. Additionally, ensure consistency across listings so renters can easily compare different options.

Interestingly, **RentCafe.com is the only rental listing marketplace that makes side-by-side apartment comparisons easy**. Renters are already used to using similar features when choosing everything from flights to gym packages, so this is a great way to help them visualize their choices.

Remember, renters are making a big decision

While the survey focuses on visual elements like photos and tours, it's crucial to remember that finding an apartment is a significant decision for renters.

Beyond showcasing the physical space, consider incorporating information about the application process, lease terms and any resident benefits or programs offered by the community. This can help renters feel more informed and confident choosing your apartment.

In fact, [a few tips and tricks to better leverage not just ILS listings, but property websites as well to convert renters.](#)

By incorporating these takeaways, you can create more compelling and informative apartment listings that attract and convert potential renters.

About the survey

The survey ran on RentCafe.com between Jan. 3-Feb. 1, 2024. It received replies 1,019 from Canada.