

# Rental Beast<sup>®</sup> for MIAMI Realtors<sup>®</sup>



**BRACE YOURSELF**



**WINTER IS COMING**

After 20 years I'm so burnt out on another ugly market. If interest rates don't come down soon its going to be ugly for quite awhile. My long time loan officers are getting laid off and quite a few of my realtor friends are looking for extra work. .

**HOUSINGWIRE**

***BREAKING NEWS***

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**Missouri jury finds NAR,  
brokerages guilty of conspiring  
to inflate commissions**

A Kansas City jury has found the **National Association of Realtors, HomeServices of America** and **Keller Williams** guilty of colluding to inflate or maintain high commission rates

you don't need

a Job

you need income

# Loss Leader Strategy

*['lɒs 'leɪ-dər 'strɑ-tə-jē]*

Selling a product or service at a price that is unprofitable but attracts new customers or encourages them to buy additional products and services.



A photograph of Myron Golden, an older Black man with a full white beard and mustache. He is wearing a grey blazer over a black t-shirt. He is holding a lit cigarette in his right hand and looking upwards and to the right. The background is a dark blue curtain. The quote is overlaid on the bottom left of the image.

**“ YOUR MONEY PROBLEMS ARE REALLY ONLY THE RESULT OF MAKING MONEY *TOO SLOW.* ”**

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**MYRON GOLDEN**

# Existing Home Inventory vs. Total Realtors

— Single-family inventory (NSA) = 0.95M — Realtors = 1.56M

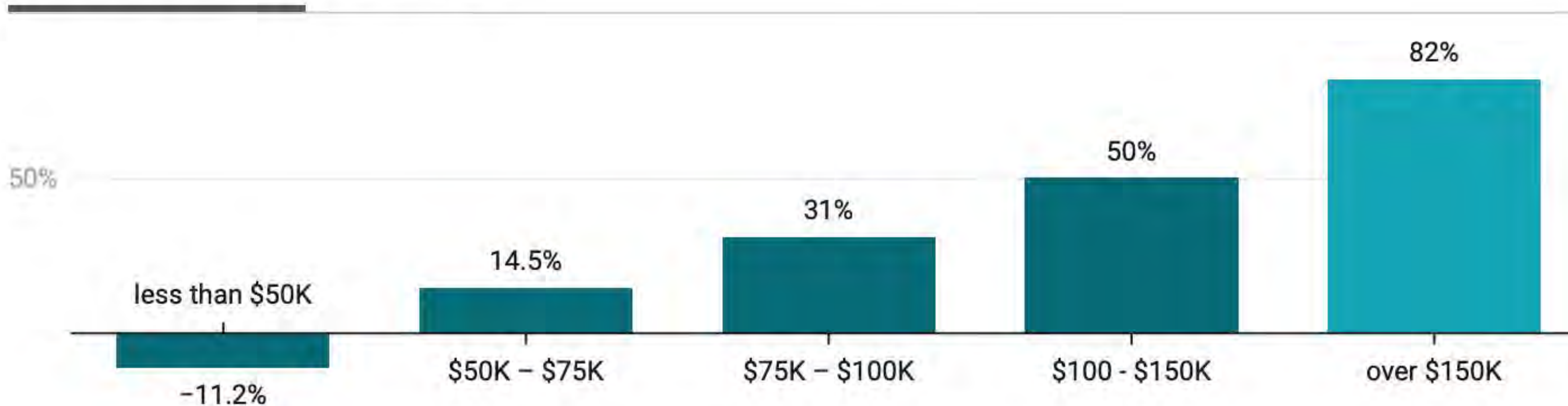




# Renters in the Highest Income Range Grew by 82%, Faster Than All Other Income Groups

Percentage Changes

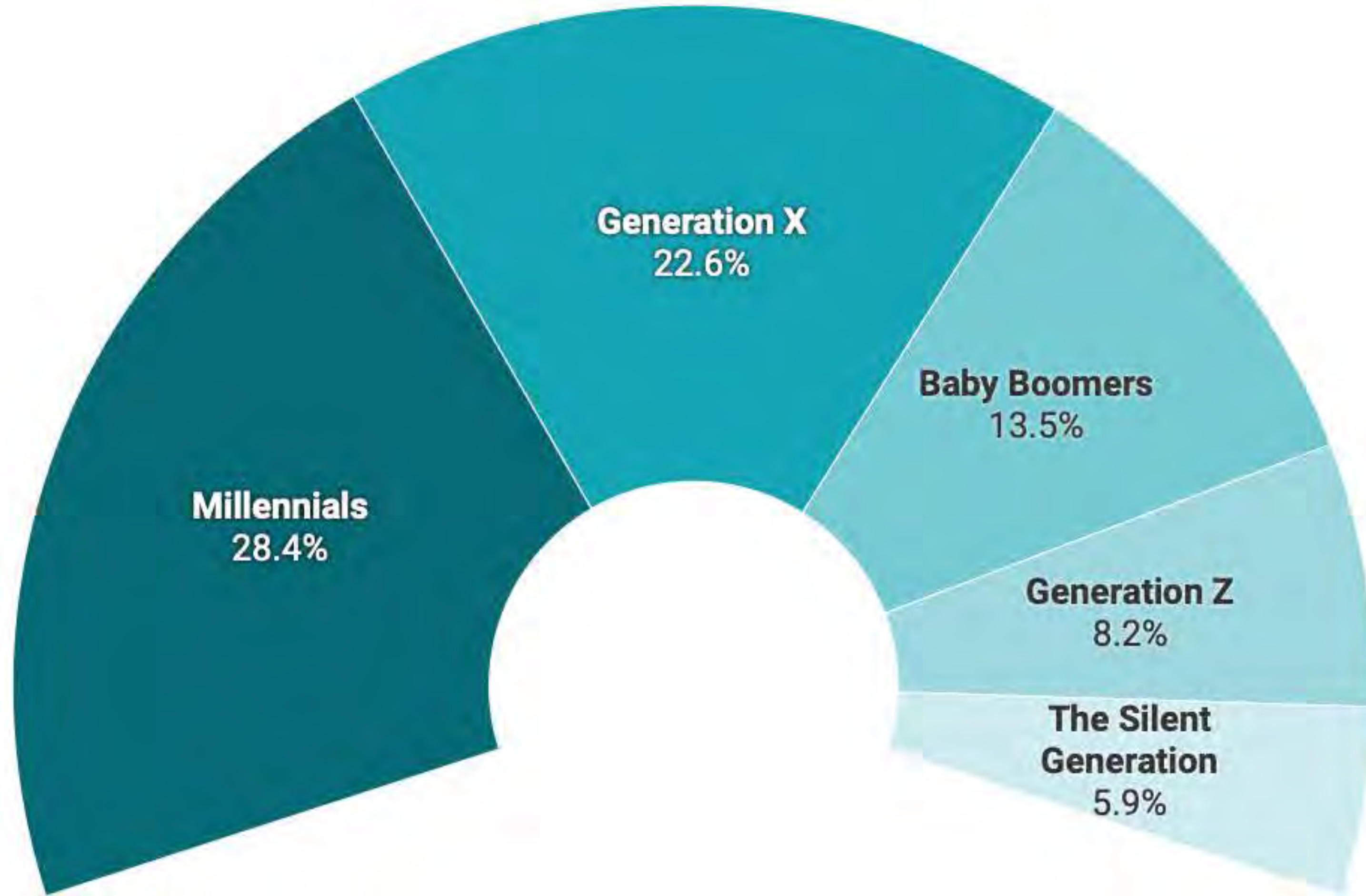
Net Changes



Changes in the number of renter households broken down by income group between 2015 and 2020.

Source: [RentCafe.com](https://rentcafe.com), U.S. Census data • [Get the data](#) • [Download image](#) • Created with [Datawrapper](#)

# Which Are the Main Generations Among Millionaire Renters?



# Top Cities with Biggest Increase in High-Income Renter Households

	City, State	High-Income Renter Households 2020	High-Income Renter Households 2015	Increase in High-Income Renter Households	Home Prices Increase
1	Seattle, WA	33,111	12,305	169%	58%
2	Miami, FL	8,653	3,258	166%	53%
3	Portland, OR	9,503	3,828	148%	49%
4	Nashville, TN	5,935	2,476	140%	58%
5	Austin, TX	17,838	7,753	130%	49%
6	San Jose, CA	34,585	15,063	130%	52%
7	Denver, CO	12,490	5,441	130%	58%
8	Indianapolis, IN	3,794	1,682	126%	23%
9	Las Vegas, NV	4,848	2,172	123%	66%
10	Phoenix, AZ	10,419	4,696	122%	54%
11	Atlanta, GA	9,185	4,193	119%	50%

57% of first-time buyers considered renting

50% of all eventual renters considered buying



Source: Zillow

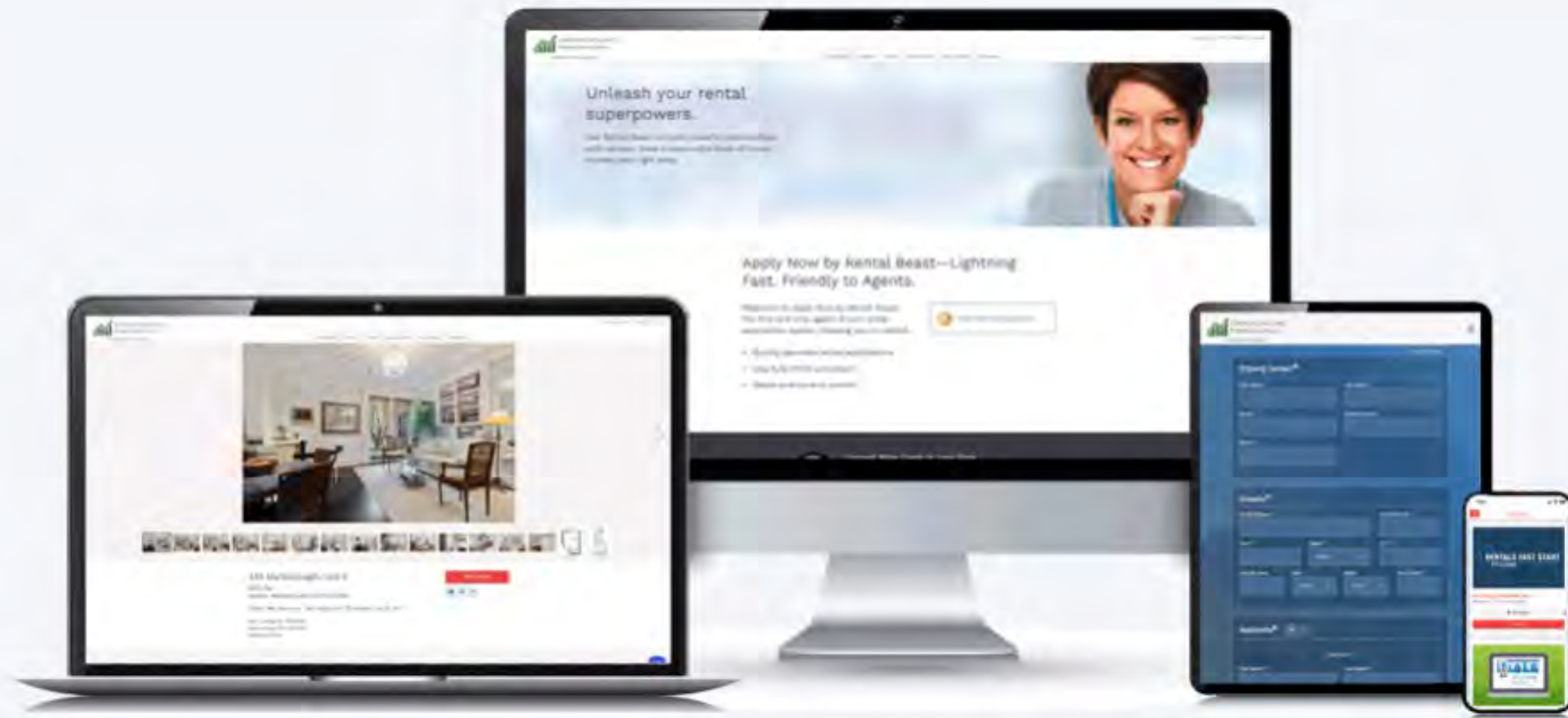
The homeownership rate in the United States is estimated between 63% to 64% of all households. This, of course, means that **36% to 37% of all households are renters.**



Steve Murray

Founder of RealTrends and  
Senior Advisor to HW Media

# Introducing Rental Beast



**Rental Beast** offers real estate professionals the only fully-integrated, rental software platform designed to optimize every step of a rental transaction—from **lead-to-lease**. Rental Beast maintains the largest and most comprehensive database of more than **10 million** owner-sourced rental listings not found on any MLS.

## Helping MLSs and local RE professionals succeed with rentals



The exclusive provider of rental-related services for the National Association of REALTORS®

**700,000+**

MLS and association members benefitting from Rental Beast

# Our Partnership with MIAMI Realtors®



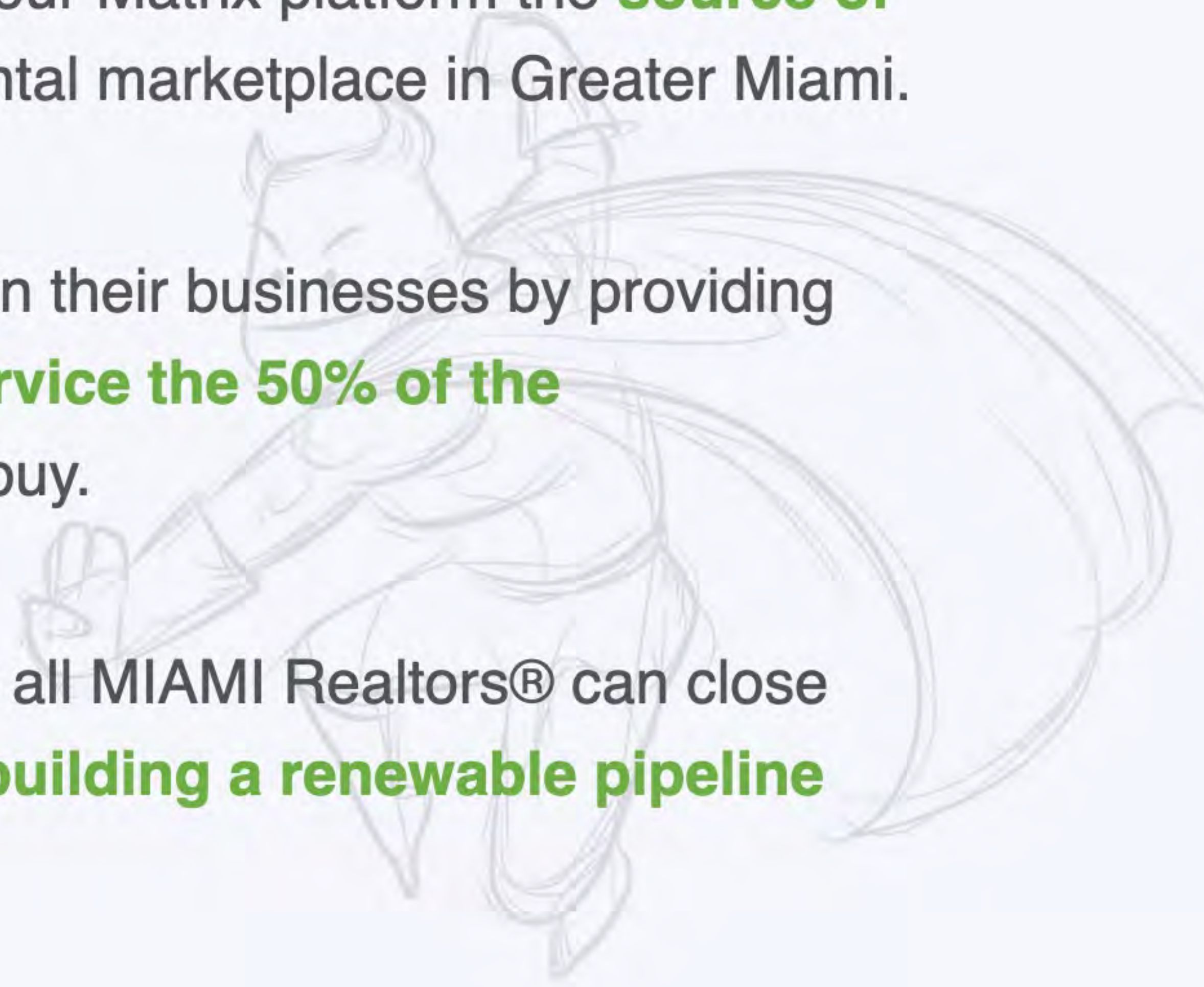
Helping MIAMI Realtors® to make your Matrix platform the **source of truth for rentals** and the largest rental marketplace in Greater Miami.



Helping MIAMI Realtors® succeed in their businesses by providing integrated rental technologies to **service the 50% of the population that rents** before they buy.

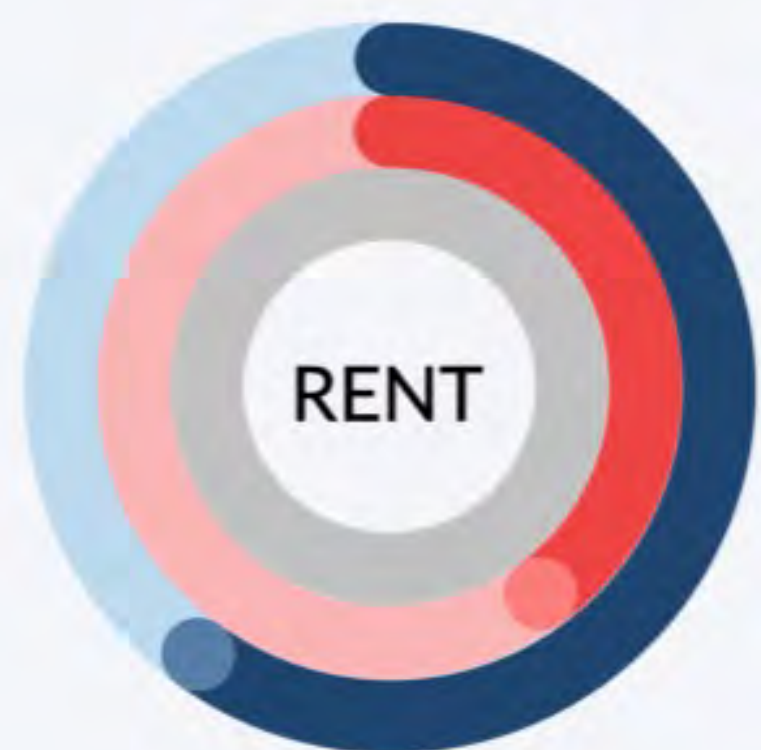


Providing resources and support so all MIAMI Realtors® can close profitable rental transactions while **building a renewable pipeline** of home buyers and sellers.



## The Rental Market is Massive

Nearly **40% of the U.S. population** is renting—in primary markets it's **upwards of 60%**



**113 million** people renting today



**65% of renters are Millennials**, the largest group of homebuyers in the U.S. and the driving force for future growth





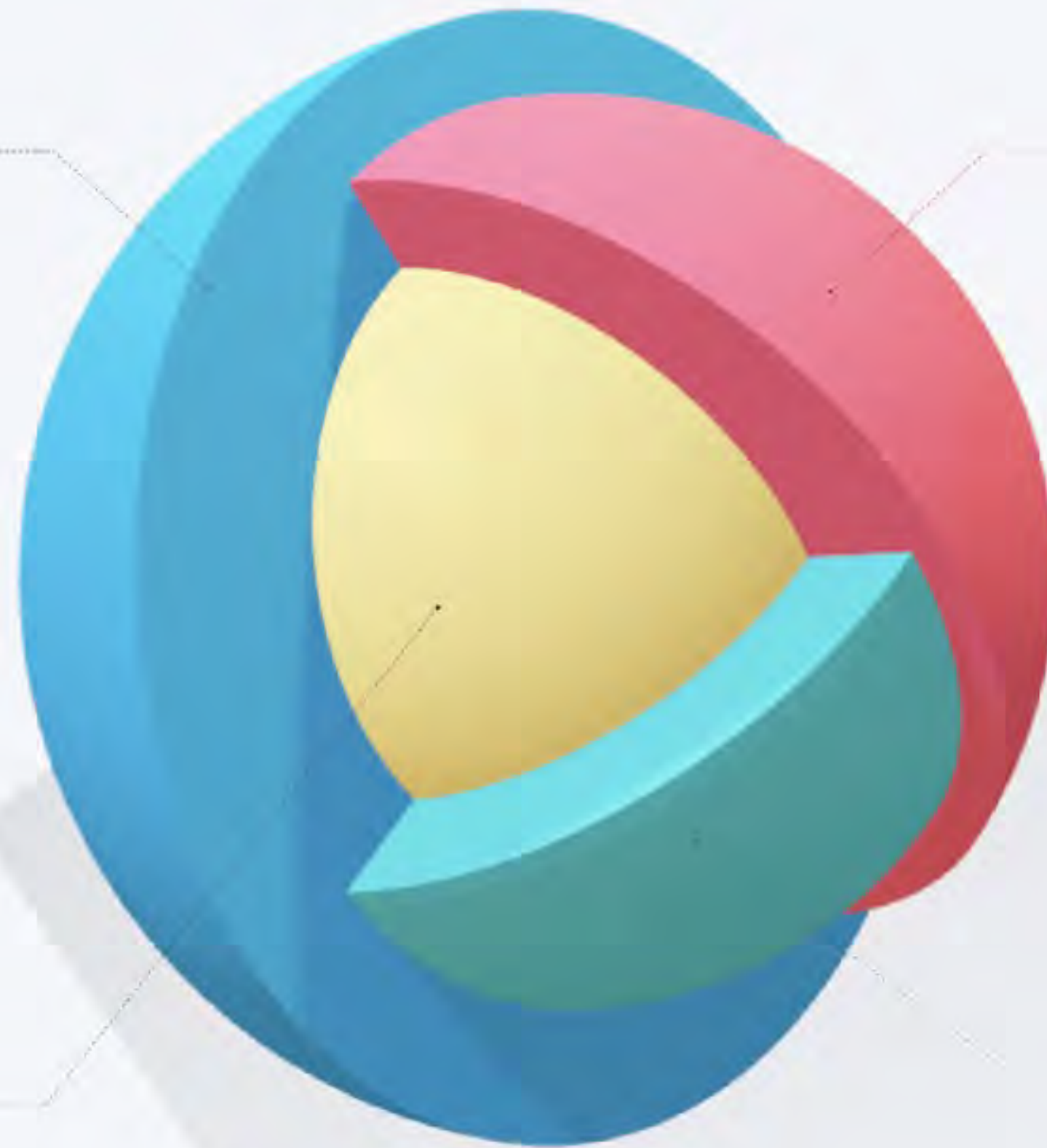
# Now is Exactly the Right Time!

## Record low resale inventory and rising rates

Realtors® are increasingly relying on rental transactions as a source of income and business growth, and MLSs are actively seeking ways to leverage rentals to provide differentiated value.

## 1 in 5 homes sold in 2021 were purchased by investors

Scarce for-sale inventory is a rental story! Institutional investors and iBuyers are actively purchasing homes and even going into property management.



## 1M households priced out of the resale market

Lowest share of first-time buyers since October 2008, and proposed interest-rate hikes in 2022 mean the trend may continue.

## 65% of renters are Millennials

Millennials have overtaken Boomers as the largest segment of homebuyers.

# How do you make money in Rentals?

**86% of agents believe rentals are an important source of current income and/or future buyers**



## Represent Tenants

Earn commissions while you build trust with the generations that will form the majority of future buyers



## Engage Investors

Owner-sourced listings provide access to investors who are always looking to buy, sell, lease, or exchange (1031)



## Convert to Buyers

34% of renters serviced on our platform convert to buyers - and 88% of consumers return to the REALTORS they know!



## Manage Property

Build or grow a recurring revenue stream that helps you diversify and ride out slow sales periods



# MIAMI Gateway

One Click Access to MLS, Tax and Exclusive Premium Marketing Tools and Services

 LOGIN ID

 PASSWORD

 Login

[Forgot Password](#)



Live Chat

Home Discover Logout

Search Discover

Session Time 02:58:59 Rental

### Miami Services - Single Sign On



MiamiRealtors.com



My MIAMI Dashboard



Pay Dues



Miami Realtors LIVE



Utility Connect



Miami.RentalBeast.com



Rental Beast Gateway



Broker Open House



Broker/Manager Resources



Fair Housing Info & Tips



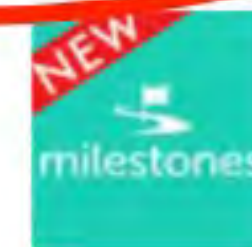
Legal Updates & Resources



Curbio



RealCheeky



Milestones



Premium Top CMA



ChocolateChips.AI



NilaJune



Broker/Manager Dashboard



Matrix



Matrix Learning Lab



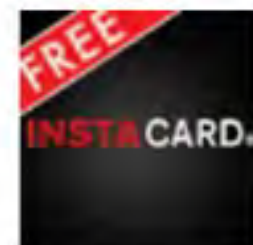
Matrix Help



SEF MLS ADD/EDIT



CartoFront



INSTACARD



Luxury



Teams



SOUTH FLORIDA OPEN HOUSE SEARCH



PREMIUM MIAMI PLUS

### Balances

Account	Balance	Last Updated
Total Balance	\$0.00	Aug 1, 2023

Due to the volume of transactions, Account Balance information may be updated nightly

### What's NEW - What's Trending at MIAMI



Fair Housing News and



Legal Updates & Resourc



Market Stats



MIAMI Economic Insights

# Available in MIAMI Gateway

## Powerful Rental Search

Find renters exactly the right apartment using rental-centric filters, with MLS and Rental Beast results available in a single view

## Rental-Centric Education

On-demand, boot camp-style coursework available 24/7/365 from **Rental Beast University**

## Tenant Screening

Best-in-class, FCRA-compliant, and lightning-fast online rental application and tenant screening through **Apply Now by Rental Beast**

## Client Management & Alerts

Easily see client activity and use automation to save rental searches and share available listings

## Leads and Exposure

Leverage powerful outgoing rental listing syndication directly from your platform.

## Owner-Sourced Listings

Rental Beast maintains the largest, fulfillment-grade database of more than 10 million residential rental listings not found on any MLS

## Rental Add/Edit

Efficiently add and manage rental listings directly within your MLS. Users save hours of listing upload time

## PMS-Integrated

Seamlessly connected to virtually any property management system, making listing ingestion a breeze!



Open Rental Lead

Reply YES to accept or NO to decline

Name: Sam L.

Interested in: 301 Oregon St,  
Hollywood 33019

Rent: 5490

Beds: 2.0

Baths: 1.0

Notes: Hello, I'm interested in 301  
Oregon St. Please send me current  
availability and additional details.

Thanks!

My former 10x rental have referred me for a listing of rental property in Coral Spring



Whats is my next step..

Send me the property address

Wow congrats so happy for you

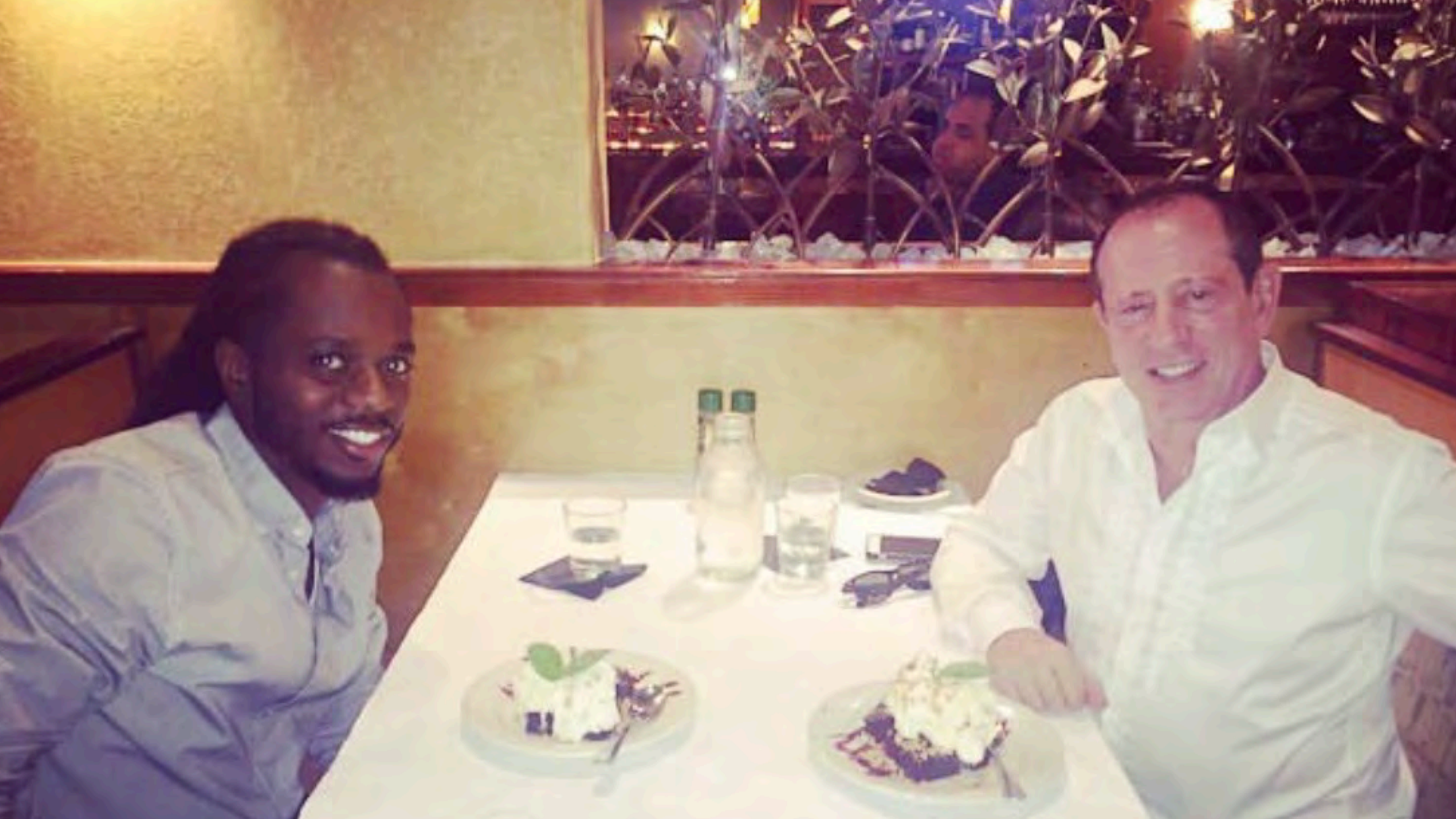
You know how much money that listing is going to make you?  
Watch...

She just called me. I am waiting for the info. It is a \$2500 possible rental. Will see.

Good afternoon John, I saw your inquiry in regards to 241 NE 38th Street. What information did you need and when do you need to move by?

Good afternoon, I am selling my house and we'll need to rent for approximately a year prior to purchasing another one. So perhaps February 15th is a good date?





**PSA: The Leads are as good as you think they are. If you think they are 🍌 that's what you get. If you think they are 🏆 well...**

**The difference between top producers and everyone else is top producers speed up when others slow down the last 2 months of the year. When others are canceling lead sources they are buying market share and upping daily convos**

New Agent  
January 2022



New Agent  
December 2022



**LET'S STAY IN TOUCH!**

**J. R. ALEXANDRE**

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**@JALEXANDREGRP**