A PRACTICAL GUIDE FOR RENTAL OWNERS

From listing to leased.

Clear listings. Confident follow-up. A repeatable process for every rental.

The Rentari Rental Marketing Guide

Build a useful listing, connect online and offline marketing, and give every inquiry a clear next step.



IN RENTARI Start in Properties. Choose your rental, then open Marketing.

01 / YOUR ROUTE

One rental. One clear path.

Work through these stages in order, then repeat the review every week.



01

Prepare

Confirm the facts.

Write the listing and choose photos that match the home.

02

Connect

Choose a sharing link or publish.

Use the same rental destination on your flier and QR sign.

03

Follow through

Reply, arrange showings and track next steps.

Update the listing when availability changes.

IN RENTARI Listing & photos: pages 3-5 | Sharing & signs: 6-7 | Follow-up: 8-11

02 / LISTING ESSENTIALS

Answer the first questions first.

A renter should understand the home, the cost and the next step without guessing.



RENTARI LISTING PREVIEW - FICTIONAL EXAMPLE

$1,850 / month 2 beds 1 baths 1,100 sq ft

1

About this rental

An open living area connects to a kitchen with pantry storage. A covered patio adds outdoor space. Review the complete terms and arrange a showing before applying.

Available	Security deposit	Pets
October 01, 2026	$1,850	Contact for details

2

Utilities and amenities

Utilities included	Amenities	Lease terms
Contact for details	Covered patio, In-unit laundry	12 months

3

1 Check the core facts

Confirm rent, beds, baths and area for the selected property and unit.

2 Make terms consistent

Check availability and deposit. Confirm missing costs before advertising them.

3 Describe real features

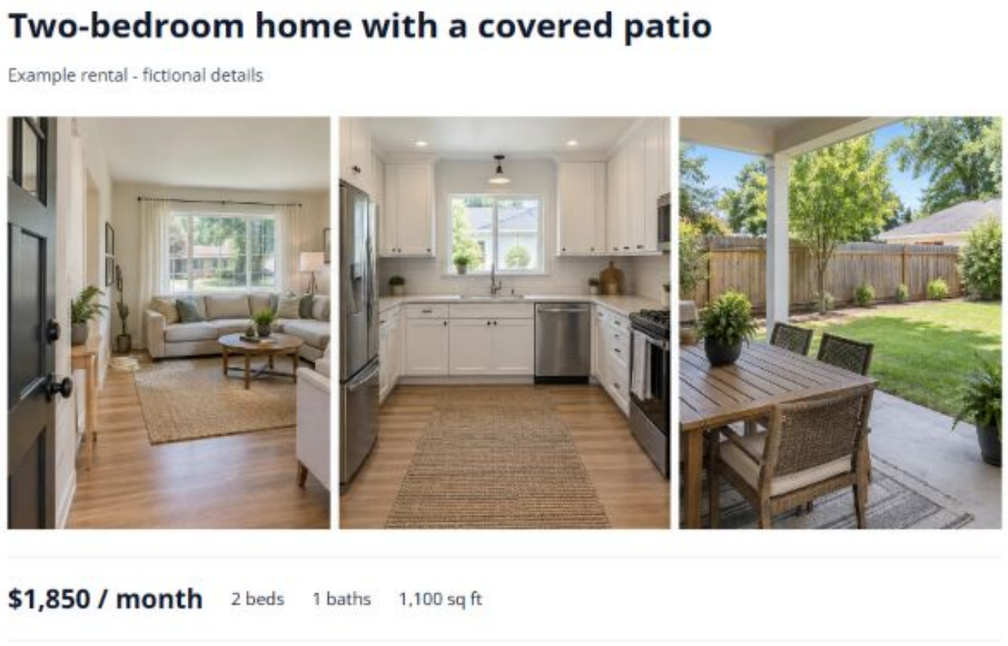
Separate unit features from shared amenities. Keep messages consistent with the listing.

IN RENTARI Marketing > Create listing, Resume listing or Edit. Select the correct rental first.

03 / LISTING COPY

Replace hype with useful details.

Use a short headline, a few concrete highlights and one clear invitation.



Current preview layout; fictional details and AI example photos.

ILLUSTRATIVE COPY - REPLACE EVERY FACT

Two-bedroom home with a covered patio

An open living area connects to a kitchen with pantry storage. A covered patio adds outdoor space.

Rent is $1,850 per month; available October 1. View the full listing for charges, policies and showing details.

IN RENTARI Review any AI-assisted text against your saved facts before using it.

04 / PHOTOS AND WALKTHROUGHS

Show the home in a useful order.

Start with the main rooms. Add bedrooms and bathrooms before outdoor and shared spaces.







1 Entrance / living area

Establish the layout with a clear, current cover view. Keep vertical lines straight.

2 Kitchen

Show the working space and equipment. Keep lighting natural and remove private paperwork.

3 Outdoor space

Finish with supporting features. Use photos of the actual unit and keep edits faithful.

AI-generated fictional spaces, shown only to explain photo sequencing; never use them as photos of a real listing.

IN RENTARI Review the saved listing preview on a phone before sharing it.

05 / SHARE OR PUBLISH

Choose how the rental is discovered.



A saved draft, a sharing link and a published listing are different states.

Saved draft

Keep preparing the listing in Marketing.

Previewing or printing does not publish the rental or automatically create a sharing link.

Sharing link

Use Share listing page to create a link when available.

Anyone with that link may open it. Turning it off also stops printed QR codes that use it.

Published listing

Use Publish when the details are ready.

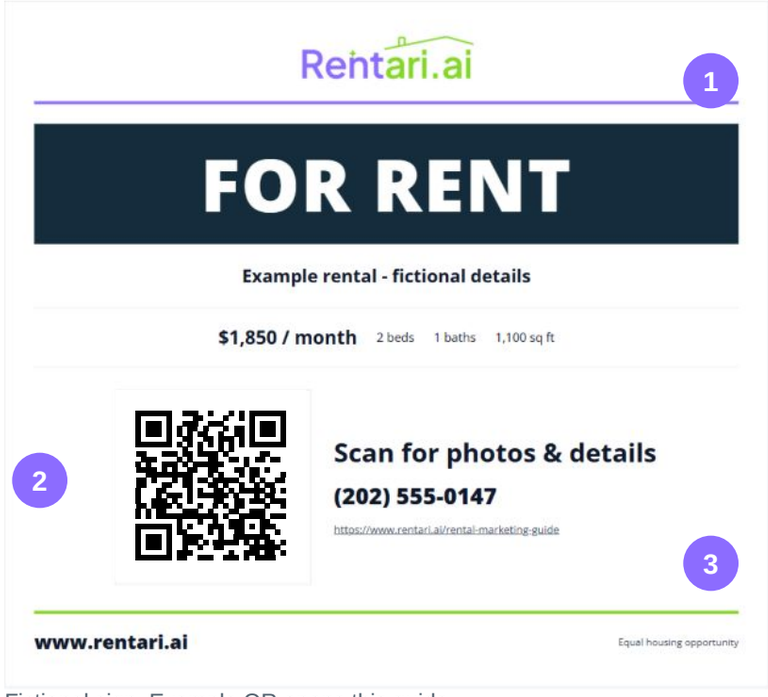
Review Track listing for available channel status. Confirm what is live before promising where an ad appears.

IN RENTARI Use the existing rental URL in your own website or social posts; recheck it after status changes.

06 / OFFLINE MARKETING

Turn a sign into a next step.

Keep the headline readable and the QR destination specific to the rental.



Fictional sign. Example QR opens this guide.

1 Brand + rental facts

Open Other marketing tools > Print yard sign. Review Rentari branding, rent and property facts.

2 Give the QR a destination

A real sign uses an active listing or sharing link. Scan your printed proof before posting it.

3 Check contact details

Reprint after changing terms, contacts or links. Use Preview flier for a photo-led handout.

IN RENTARI If a QR is missing, create a sharing link in Marketing, then reopen the sign or flier.

07 / INQUIRY TO SHOWING

Give each conversation a next step.

Use consistent information and clear scheduling, with a human review before sending.



A simple first reply

Example: Thanks for your interest in [rental]. The current details are here: [listing link]. What questions can I answer, and which of the available showing times works for you?

Confirm availability before offering a time.

Keep the handoff clear

Use Messages for conversation history and Starred for follow-ups you want to find again.

Review Leads and Showings from Marketing. Offer the next available step and record changes promptly.

Use application invitations when appropriate.

IN RENTARI Messages > Star a conversation. Marketing > Leads or Showings for the selected rental.

08 / A FAIR, ACCURATE MESSAGE

Describe the rental and its features.

Keep marketing factual and apply a consistent process to inquiries.



Write about the home

Explain the layout, equipment, access features, costs and availability.

Avoid expressing a preference or exclusion based on characteristics protected by fair housing law. Check applicable requirements before running an ad.

Review before sharing

Check copy, photos and targeting choices together. Confirm that edits or AI suggestions do not introduce unsupported claims.

HUD provides fair housing guidance. State and local requirements may also apply.

IN RENTARI Read HUD: Fair Housing - Rights and Obligations. See the resource links on page 12.

09 / WEEKLY REVIEW

Find the step that needs attention.

Compare a rental with its own recent activity. Counts are signals, not a complete explanation.



01

Few inquiries?

Check the live link, listing status, cover photo and completeness.

Compare current terms with relevant local listings before making a change.

02

Few showings?

Review unanswered questions and available times.

Confirm the advertised details match what people learn in your reply.

03

Few next steps?

Look for repeated questions after showings.

Improve missing information and explain the application process consistently.

IN RENTARI Marketing activity tiles show Leads, Applicants and Showings for the selected scope.

10 / REUSABLE LAUNCH CHECKLIST

Make the next launch easier.

Print this page and check each item as you prepare the rental.



Listing ready

- [ ] Correct property and unit selected
- [ ] Rent, charges and availability reviewed
- [ ] Photos match the rental
- [ ] Description checked for accuracy

Connections ready

- [ ] Listing or sharing link opens correctly
- [ ] QR scanned from the printed proof
- [ ] Public contact details checked
- [ ] Showing availability reviewed

Follow-up ready

- [ ] First reply prepared and reviewed
- [ ] Next steps tracked in Messages
- [ ] Weekly review time reserved
- [ ] Status updated when the rental is filled

IN RENTARI Reuse the same checklist for each rental. Confirm the unit before changing its status.

KEEP LEARNING

Your next action is inside Rentari.

Start with one rental, improve one step, then keep the useful parts of the process.



Open your workspace

Properties - choose a rental and open Marketing.

Messages - review conversations and follow-ups.

Rentari Help - find setup and task guidance.

Resources & edition notes

HUD: Fair Housing - Rights and Obligations
Advertising and fair housing reference.

Visuals: current Rentari templates with fictional data; AI-generated example room photos. September 2026 photo edition. Menu labels may change.

IN RENTARI Read or download this guide from your rental's Marketing page.