SignalPoint Intelligence

SAMPLE – Example data, fictional property

Rental Market Analysis

123 Example St, Sample City

2 bed • 2 bath • 1,050 sq ft • Prepared Nov 2026

Executive Summary

Based on five comparable rentals within one mile, this 2 bed / 2 bath unit should be listed at **$1,925/month**, within a supported range of $1,850–$1,975. The unit's in-unit laundry and updated kitchen place it in the upper half of the local market, while the lack of covered parking holds it below the top comp.

$1,925	$1,905	$1.83	14–21
Recommended list rent	Avg comp rent	Rent per sq ft	Est. days to lease

Subject Property

Feature	Detail
Layout	2 bed / 2 bath, 1,050 sq ft, 2nd floor
Kitchen	Updated 2024, stainless appliances, quartz counters
Laundry	In-unit washer/dryer
Parking	1 uncovered space
Pets	Cats and small dogs allowed
Utilities	Tenant pays electric; water/trash included

Market Snapshot

- Sample City 2-bed asking rents up ~3% year over year (example figure).
- Median days on market for 2-beds: about 18 days.
- Peak leasing season: May–August; winter listings typically need sharper pricing.

Comparable Rentals

Comp	Location	Bd/Ba	Sq ft	Rent	$/sq ft	Notes
A	45 Sample Ave	2/2	1,100	$1,950	$1.77	Covered parking, pool
B	210 Demo Rd	2/2	1,020	$1,875	$1.84	Shared laundry
C	8 Placeholder Ln	2/1	980	$1,795	$1.83	Older kitchen
D	77 Test Blvd	2/2	1,080	$1,995	$1.85	New build, garage
E	300 Mock St	2/2	1,040	$1,910	$1.84	In-unit laundry

Amenity Adjustments

Feature	Subject vs comps	Adjustment
In-unit laundry	Has (B, C lack)	+$50
Updated kitchen	Has (C lacks)	+$40
Covered parking / garage	Lacks (A, D have)	–$45
Pool / fitness	Lacks (A has)	–$25
Pet friendly	Yes	+$15

Recommended Rent Range

Recommended list rent

$1,925 / month

Supported range $1,850 – $1,975

List at $1,925. Pricing above $1,975 would exceed the best-equipped comp (D) without matching its garage and new construction; pricing below $1,850 leaves money on the table given the in-unit laundry.

Pricing Strategy

- **Weeks 1–2:** List at $1,925 with strong photos and a clear headline.
- **Day 14 check:** If fewer than 5 showings, reduce to $1,895 or offer $250 off the first month.
- **Day 21 check:** If still vacant, move to $1,850, the bottom of the supported range.
- **Lease term:** Offer 12- or 15-month terms so the renewal lands in peak season.
- Each month vacant costs about $1,925, more than a year of a $100/month reduction.

Leasing Tips

- Lead the listing with in-unit laundry and the updated kitchen, the features renters pay most for here.
- Use 15–20 bright, horizontal photos; include the floor plan.
- Post on major rental sites and respond to inquiries within a few hours.
- Offer self-guided or evening showings to capture working renters.
- Publish clear, consistent screening criteria and follow fair housing rules.
- Highlight pet friendliness, as many comps restrict pets.

Methodology

Comps were selected within one mile, with similar size (±10%), bedroom count and age. Rents reflect current asking prices. Adjustments are based on typical renter willingness to pay for each feature. All figures in this sample are fictional and for illustration only.