

Single-Family Renters and Remote Touring Technology

Today's renters seek digital tools to improve searches and move paper transactions online.

Single-family renters are enthusiastic about 3D tours and floor plans, but still want to see a home in person before making a decision

52%

agree that 3D tours help give a better feel for a space over static photos*

38%

wish more listings had 3D tours available*

47%

say viewing a floor plan of the home is important in helping decide if a rental home was right for them^

72%

say taking a private tour of the home is a top criteria for choosing the right rental^

Renters value a variety of virtual touring tools

Tools liked by all prospective renters**

51%

Live video walkthroughs

51%

3D tours

47%

Pre-recorded video tours

Online payments and paperwork are the way to go

Activities single-family renters prefer to complete online

54%

Pay rent

54%

Apply for a rental

42%

Sign a lease

Key takeaways:

1 Encourage remote viewing

Supplement in-person visits with virtual tools, like a Zillow 3D Home® tour.

2 Add floor plans

Include floor plans and photos that clearly correlate to each room.

3 Take paperwork online

Facilitate options for online applications, leases and payments.

*Statistics refer to the percent of single-family renters who agree somewhat or completely with each statement.

^Statistics refer to the percent of single-family/multifamily renters who say that each criteria is very or extremely important to helping decide if a rental home was right for them.

**2020 Zillow Group COVID-19 and Renters Report refers to all prospective renters, regardless of preference for or rent of a single-family home.

Renters refer to household decision makers that moved in the past year and rent their primary residence.