

## Learning Objectives

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- Write compelling room listings that convert inquiries into applications
- Take photos that make your rooms look their best
- Price your rooms competitively while maximizing income
- Understand where to list (PadSplit vs. direct marketing channels)
- Respond to inquiries professionally and efficiently

## The Goal: Fast Fill, Quality Tenants

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Every day a room sits vacant is money lost. But filling rooms too fast with the wrong tenants creates bigger problems—late payments, conflicts, damages, evictions.

The goal is to attract a **high volume of qualified applicants quickly** so you can choose the best fit. Great listings make this happen.

### THE 80/20 OF LISTINGS

80% of your results come from 20% of your listing effort. The key elements: great photos, clear pricing, and highlighting what tenants actually care about (location, included amenities, move-in cost).

## What Coliving Tenants Actually Care About

Before writing your listing, understand your target tenant's priorities:

PRIORITY	WHAT THEY WANT	HOW TO ADDRESS IT
<b>1. Affordability</b>	Lower monthly cost than apartments	Lead with price, emphasize utilities included
<b>2. Location</b>	Near work, transit, amenities	Name specific employers, transit lines, landmarks
<b>3. Move-in ease</b>	Low barrier to entry	Highlight low deposit, no long lease, furnished
<b>4. Privacy</b>	Their own space with a lock	Emphasize private room, locking door
<b>5. Safety</b>	Safe neighborhood and house	Mention quiet area, security features
<b>6. Cleanliness</b>	Well-maintained property	Show clean photos, mention cleaning expectations

PADSPPLIT

## Creating Your Listing

PadSplit has a structured listing format. Here's how to maximize it:

## Photos

- **Minimum 5 photos per room:** wide shot, bed area, window, closet, unique feature
- **Common area photos:** kitchen, bathroom, living room, exterior
- **Lighting:** Shoot during day with natural light, turn on all lights
- **Staging:** Make bed, remove clutter, add small touches (plant, lamp)
- **Angles:** Shoot from corners to make rooms look larger

## Room Description

PadSplit provides templates, but you can customize. Focus on:

- Room size and window orientation
- Closet/storage details
- Any unique features (corner room, extra space, nice view)
- Distance to specific employers ("15 min to Amazon DLA7")

## Pricing

PadSplit suggests pricing based on their algorithm. You can adjust, but know:

- Higher prices = slower fill time
- Lower prices = faster fill, more applications
- Start at suggested price; adjust after 2 weeks if no traction

**PADSPLIT LISTING TIP**

Members can see your response time and ratings. Respond to inquiries within 1 hour during business hours. Fast response = higher placement in search results.

SELF-MANAGED

**Creating Listings****Where to List****Facebook Marketplace**

- Largest audience
- Free to post
- Can share to local groups
- Messenger for quick replies

**Craigslist**

- Still popular for rooms
- Free in most areas
- Repost every few days
- More spam to filter

**Roomies.com**

- Room-rental focused
- Higher intent audience
- Free and paid tiers
- Good for professionals

**Furnished Finder**

- Travel nurses, professionals
- Higher rents possible
- Monthly subscription
- Best for furnished rooms

## **Listing Structure**

Use this proven format for self-managed listings:

**LISTING TEMPLATE**

 PRIVATE FURNISHED ROOM - \$650/month ALL UTILITIES INCLUDED

 Location: [Neighborhood], [City] - 10 min to [Major Employer]

 What's Included:

- Private bedroom with lock
- Full/Queen bed + dresser + nightstand
- Shared kitchen & bathroom
- WiFi, water, electric, gas ALL INCLUDED
- Washer/dryer in unit
- Off-street parking

 Move-In Cost:

- First week: \$650
- Security deposit: \$400
- Total to move in: \$1,050

 Ideal Roommate:

- Working professional
- Respectful of shared spaces
- No smoking, no pets
- Background check required

 [X] photos below - available [DATE] - message to schedule viewing!

## Photo Tips for Self-Managed

- Lead with the best photo (room interior, wide angle)
- Show the bed made with clean linens
- Include kitchen and bathroom photos
- Show exterior/street view for safety perception
- 10-15 photos is ideal

## Responding to Inquiries

Speed matters. The first landlord to respond often gets the tenant.

## Response Templates

### INITIAL INQUIRY RESPONSE

Hi [Name]! Thanks for your interest in the room at [Address]. The room is available starting [Date].

Quick questions to make sure it's a good fit:

1. When are you looking to move in?
2. What brings you to the area? (work, school, etc.)
3. Are you able to pass a background check?

If this sounds good, I can schedule a showing for you!

**PRE-SCREENING QUESTIONS**

Before scheduling a showing, ask:

- Are you currently employed? Where do you work?
- What's your monthly income?
- Have you ever been evicted?
- Do you have any pets?
- Do you smoke?

**FAIR HOUSING REMINDER**

Never ask about race, religion, national origin, familial status, disability, or sex. These are protected classes under Fair Housing law. Stick to objective criteria: income, employment, rental history, background check.

## Pricing Your Rooms

Pricing is part art, part science. Here's the framework:

### Research Comparable Rents

1. Search your area on Facebook Marketplace for "room for rent"
2. Check Roomies.com for your zip code
3. Look at PadSplit listings (even if you're self-managing)

4. Note the range: what's the lowest? Highest? Average?

## Pricing Formula

**Target Room Rent = Area Median × Room Quality Multiplier**

- **Below average room** (small, no closet, shared bath): 0.85x
- **Average room** (standard size, closet, shared bath): 1.0x
- **Above average** (large, good closet, nice features): 1.1x
- **Premium room** (private bath, largest room, best features): 1.2x

## Dynamic Pricing

- **Starting out?** Price 5-10% below market to fill fast and get reviews
- **High vacancy?** Lower price by \$25-50/week until traction
- **Waitlist forming?** Raise prices on next vacancy
- **Seasonal adjustment:** Higher in spring/summer, lower in winter

## Action Steps

1. **Research your market:** Find 10 room-for-rent listings and note their prices and features
2. **Complete the Listing Template** (linked below) with your property details
3. **Take or plan photos:** Use the shot list to capture all required angles
4. **Draft your listing copy:** Use the templates as a starting point
5. **Set your price:** Use the pricing formula based on your research

## Key Takeaways

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- Great photos are the #1 factor in getting inquiries
- Lead with what tenants care about: price, location, move-in ease
- Respond to inquiries within 1 hour for best results
- Pre-screen before showings to save time
- Price competitively based on research, not guessing
- List on multiple platforms for maximum exposure



## Create Your Listing

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Use the Listing Template to build your room listing.