

101+ Resources to Help You find Funders (Buyers, Tenant-Buyers and Renters.)

As real estate investors we need tenant and tenant buyers to occupy our rental properties as well as lease/options, so that we continue to receive the cash-flow we love each and every month. Use this list as a resource to locate buyers, tenant-buyers and renters. You should share this list with your Virtual assistant, Assistant or whomever is helping you locate buyers, tenant buyers and renters for your properties. These are all online sources. Not all are for everyone some are area specific. Also, don't forget offline techniques as well. Bandit signs, posters, flyers, print ads, etc.

Remember, any marketing you do for a property, you need to OWN that property. If you put a property out there and you just have an agreement to buy it, make sure you have your disclaimer in it that 'The poster is selling their interest in the agreement to buy this property'.

1. Craigslist

Craigslist is the most popular local listing site in the United States, with individual sites for most major cities. Large sites like Craigslist will often be trawled by amalgamation sites that link back to their ads, so you may even get extra exposure that way.

Features:

Detailed listings

Photos

Lots of listing options

Localization

2. Apartments.com

Apartments.com has a beautiful site with lots of search options, making it very convenient for apartment hunters.

Features:

Extremely detailed listings

High-res photos

Highlights property features

Detailed search options

Nationwide in the US

Mapped search results

3. People With Pets

People With Pets is a resource for apartment hunters who need help finding a home that will accept the four-legged members of their family. If you run a pet-friendly property it will help make sure the people who need to find you do.

Features:

Detailed listings

Targeted audience

Nationwide in the US

Floorplans

4. Rent Jungle

Rent Jungle is a site that allows users to search for properties that include specific features they desire, like marble counter-tops and a fireplace.

Features:

Detailed Listings

Photos

Detailed Search Options

Mapped Search Results

Feature Specific Property Search

Single property listings can display multiple units in tandem.

5. Hotpads

Hotpads is a site that is both easy to use and feature rich with an image-focused design.

Features:

Detailed listings

Photos

Single property listings can display multiple units in tandem

Mapped search results

Tracked searches with alerts

6. Apartable

An extremely... straightforward resource for those with property in NYC.

Features:

Photos

Highlights no fee rentals

Targeted for NYC

7. Streeteasy

A neighborhood and community focused listing site, great for properties with locations that are in demand.

Features:

Photos

Detailed listings

Highlights property features

Mapped search results

Available in multiple metropolitan areas within the US

Highlights neighborhood features

8. Padmapper

Padmapper is the king of amalgamation sites, with lots of ads from many sources and a dizzying number of options. Make sure your listing gets the attention it deserves by posting directly to their site.

Features:

Photos

Detailed listings

Highlights property features

Extremely detailed search options

Feature specific property search options

Mapped search results

Tracked searches with alerts

Nationwide in the USA Walkscore overlays for mapped search results

9. Socialisting

This is a site that allows for local ads for a variety of products and services, including apartments. The site connects users with ads posted by their friends and the friends of their friends through Facebook.

Features:

Social media integration

Targeted audience

Nationwide in the US

10. Naked Apartments

A site for those with properties in NYC, it integrates perfectly with the New York lifestyle while also assisting in finding agents and brokers.

Features:

Photos

Detailed listings

Highlights property features

Detailed search options

Feature specific property search options

Mapped search results

Anonymous agent and broker reviews

11. Trulia

One of the most detail oriented sites on this list, Trulia will let you highlight everything that is great about your property.

Features:

Photos

Very detailed listings

Highlights property features

Mapped search results

Highlights neighborhood features

Nationwide in the US

Single property listings can display multiple units in tandem

Nearby schools

Rental history

12. Zillow

Zillow has grown very quickly as a marketplace for both selling and renting properties. The site provides a huge number of listing options when it comes to the information you want to include.

Features:

Photos

Detailed listings

Highlights property features

Detailed search options

Feature specific property search options

Mapped search results

Nationwide in the US

Price history

Comparable rentals

Nearby Schools

Floorplans

Property value estimates

13. Homefinder

Homefinder lists homes that are for sale, for rent, or available for rent-to-own. This gives them a unique audience and broadens the options for professionals seeking tenants.

Features:

Photos

Detailed listings

Detailed search options

Neighborhood statistics

Specialized listing features for properties still under construction

14. Homes.com

Homes.com lists both rentals and properties for sale, with a good level of detail and lots of helpful tools.

Features:

Photos

Detailed listings

Highlights property features

Single property listings can display multiple units in tandem

Commute time calculator

15. College and University Housing Departments

Is your property near a college or university? Students who want off-campus housing will often receive assistance from their school's housing department. These departments often provide free online property listings.

Features:

Targeted Audience

16. Rent.com

Rent.com is a straightforward listing site with great calls to action and a heavy emphasis on encouraging potential tenants to make contact.

Features:

Photos

Detailed listings

Highlights property features

Floorplans

Single property listings can display multiple units in tandem

Nationwide in the US

17. Apartment Finder

Apartment Finder is a beautiful, well-structured site that includes a roommate finder and a credit check service, making it very convenient for tenants and even more convenient for you when it comes to finding the right one.

Features:

Photos

Detailed listings

Highlights property features

Mapped search results

Nationwide in the US

18. Apartment Guide

Apartment guide began as a print publication years ago, so they're now a trusted resource when it comes to finding the right apartment. On top of that, they have special search tools for military families looking for housing near bases, so if your property is near a military base this is a great choice.

Features:

HD photos

Detailed listings

Highlights property features

Mapped search results

Nationwide in the US

Single property listings can display multiple units in tandem

Tracked searches with alerts

Targeted audience

Floorplans

19. Realtor.com

Realtor.com is run by the National Association of Realtors, which give it some clout when it comes to being a trusted source for apartment hunting.

Features:

Photos

Detailed listings

Highlights property features

Detailed search options

Feature specific property search options

Mapped search results

Nationwide in the US

20. Apartment List

Apartment List is an amalgamated listing site that collects countless listings from all around the web while keeping them fairly well organized and easily searched. However, ads hosted by Apartment List can take advantage of some really neat contact features that allow tenants to book showings online after being vetted by a short questionnaire that makes sure the property is compatible with them.

Features:

Photos

Detailed listings

Highlights property features

Mapped search results

Nationwide in the US

Single property listings can display multiple units in tandem

Highlights nearby amenities

Book showings online

Vetting

21. Seniorhousing.net

With listings for 55+ communities as well as assisted living options, senior housing.net offers a targeted audience and straightforward listings

Features:

Photos

Detailed listings

Highlights property features

Floorplans

Detailed search options

Feature specific property search options

Mapped search results

Nationwide in the US

Single property listings can display multiple units in tandem

22. Walk Score

Walk score is a listing site that focuses on the walkability of the properties posted. Potential tenants who yearn for the pedestrian lifestyle can be found here.

Features:

Photos

Detailed listings

Highlights property features

Mapped search results

Highlights nearby amenities

Nationwide in the US

Targeted audience

23. Apartment Search

Apartment Search is a clean, concise site that often rewards tenants for signing leases with properties found there. They also have nifty tools to assist in finding furnishings and movers, making this site a good choice for many potential tenants and a great choice for your property.

Features:

Photos

Detailed listings

Highlights property features

Floorplans

Mapped search results

Nationwide in the US

Single property listings can display multiple units in tandem

Tracked searches with alerts

24. My Apartment Map

My Apartment Map is a detailed amalgamation site with great functionality and lots of informative tools for both tenants and landlords.

Features:

Photos

Detailed listings

Nationwide in the US

Mapped search results

25. ForRent.com

ForRent.com is a highly functional site with lots of options. Though it's site design can seem a little busy at first, it makes up for it with great listing presentation.

Features

Photos

Detailed listings

Highlights property features

Floorplans

Detailed search options

Feature specific property search options

Mapped search results

Nearby schools

Nationwide in the US

Highlights nearby amenities

Single property listings can display multiple units in tandem

26. Rad Pad

Rad Pad has a clean and highly simplified structure that makes finding apartments very easy, but sacrifices detail to do so. That said, they do have useful tools like city guides and online rent payment for landlords and property managers.

Features

Photos

Mapped search results

Google Street View integration

Nationwide in the US

27. My New Place

My New Place has a breathtaking, image-heavy design and highly detailed listings, as well as a reputation as the place to go for long distance relocations.

Features:

Photos

Detailed listings

Highlights property features

Floorplans

Mapped search results

Nationwide in the US

Single property listings can display multiple units in tandem

28. Live Lovely

Live Lovely wants the lives of tenants and property managers to be... lovely! They have rent collection tools and a database of pre-verified renters that share information up front, making them an exceptional tool for landlords looking for the right tenant.

Features

Online rent collection

Verified, pre-credentialed renter database

Photos

Detailed listings

Highlights property features

Google Street View integration

Detailed search options

Feature specific property search options

Mapped search results

Nationwide in the US

Single property listings can display multiple units in tandem

29. Move.com

Move.com isn't the prettiest site on this list, but it's very functional and the listings are well laid out.

Features:

Photos

Detailed listings

Highlights property features

Detailed search options

Feature specific property search options

Mapped search results

Nationwide in the US

Single property listings can display multiple units in tandem

30. ApartmentRatings.com

This isn't a listing site, but it's still a great way to help attract and reassure potential tenants. Tenants can review their apartment building on such subject as maintenance, noise and office staff. If you have good tenants who may be willing to post a review, it could help your standing.

Features:

User reviews

Reply options

Search function

Apartment search integration with ApartmentSearch.com

31. Rentals.com

Rentals.com is a listing resource that can help you connect to community-minded tenants with their community statistic feature. The site itself has excellent listing presentation, lots of options, and plenty of calls to action.

Features:

Photos

Detailed listings

Highlights property features

Mapped search results

Detailed search options

Nearby schools

Nationwide in the US

Single property listings can display multiple units in tandem

Highlights nearby amenities

Community statistics

32. Sublet.com

Contrary to the name, sublet.com hosts ads for both sublets and ordinary rentals. The site isn't very pretty, but it is highly functional and has some added options for those looking to rent properties in the short term.

Features

Photos

Detailed listings

Detailed search options

Mapped search results

Nationwide in the US

Targeted audience

33. Apartments USA

Apartments USA is a bare bones site meant to direct online traffic to appropriate rental resources. The site is directly integrated with Rent.com, and all listings come from that site. Due to the site's high standings in search engine results for terms like "find apartment USA" it's a great way to connect with potential tenants who are new to the country.

Features:

Nationwide in the US

Targeted audience

Rental information resources for first time renters

34. 4 Walls Apartment Marketing

4 Walls is a well respected marketing firm that specializes in helping property managers find great tenants while also aiding in retention. They do this by managing ads and social media, which can really take a load off of your mind.

Features:

Social Media Management

Listings Management

Internal listings

35. 4 Walls Free Listings

4 Walls offers 30 day free classified listings on their renter website, which is a well-respected resource. Because they market rentals professionally, they know what renters are looking for and display your property with all the right bells and whistles.

Features:

Photos

Detailed listings

Highlights property features

Single property listings can display multiple units in tandem

Floorplans

Nearby schools

Highlights nearby amenities

Nationwide in the US

Detailed search options

Floorplans

Printable Brochures

36. Apartment Showcase

Apartment showcase is run by the Washington Post and it's an incredibly beautiful website with features that are very easy to navigate.

Features:

High-res photos

Detailed listings

Highlights property features

Floorplans

Detailed search options

Feature specific property search options

Mapped search results

Nearby schools

Nationwide in the US

Targeted audience

Single property listings can display multiple units in tandem

Highlights nearby amenities

37. Apartment Home Living

While the site design is a little outdated, this listing site has a great listing layout that is highly customizable, letting you give the exact impression you want to potential tenants.

Features:

Photos

Detailed listings

Highlights property features

Floorplans

Nationwide in the US

Single property listings can display multiple units in tandem

38. Home Away

Homeaway.com is a clean, functional, and well designed site that lists vacation rentals across the US. Their listings are paid, but they have an option that allows you to give them a cut of what you're paid for the rental instead of paying upfront.

Features:

High-res photos

Detailed listings

Highlights property features

Detailed search options

Feature specific property search options

Mapped search results

Targeted audience

Nationwide in the US

Single property listings can display multiple units in tandem

Highlights nearby amenities

39. Wimdu

Another site for vacation property managers, Wimdu has a high standard when it comes to the properties they list. As a result, the people using this site trust that they're getting the best of the best, making them prime for the picking if you have a great property.

Features:

Photos

Detailed listings

Highlights property features

Targeted audience

Highlights nearby amenities

40. Rent Linx

Rent Linx is the property management industry's answer to the large amalgamation listing site. On this site you can post a listing and they will in turn post it on dozens of listing sites. As a result, it's a great way to save some time.

Features:

Posts listings on multiple sites

Photos

Detailed listings

Highlights property features

41. Pad Lister

Pad Lister is a great site with lots of features, including automatic tenant screening, online applications and the ability to easily post many listings at once.

Features:

Photos

Detailed listings

Highlights property features

Floorplans

Tenant screening

Online applications

Detailed search options

Feature specific property search options

Mapped search results

Nationwide in the US

42. RentalHouses.com

This site lists all sorts of rentals, but is targeted at those renters looking for houses or townhouses.

Features:

Photos

Detailed listings

Highlights property features

Detailed search options

Feature specific property search options

Mapped search results

Nationwide in the US

Community profiles

Targeted audience

Highlights nearby amenities

43. New York Habitat

As the biggest city in the country with many unique challenges for renters, it makes sense for New York to have quite a few online spaces of their own when it comes to rental listings. New York Habitat has well-organized listings.

Features:

Photos

Detailed listings

Highlights property features

Detailed search options

Targeted audience

Targeted for NYC

44. Go No Fee

This site specifically caters to renters who want no fee apartments in NYC. If you have such a property, then this is a great way to get in front of a targeted and grateful audience full of potential tenants.

Features:

Photos

Detailed listings

Highlights property features

Detailed search options

Mapped search results

Targeted audience

Highlights nearby amenities

Targeted for NYC

45. Inside Digs

Inside Digs is a peer-to-peer apartment market for New York City. Their purpose is to cut out the complexities that can cause stress for those looking for apartments in the big apple.

Features:

Photos

Detailed listings

Highlights property features

Targeted audience

Targeted for NYC

46. My Space NYC

Another site aimed at those looking for fee-free accommodations in NYC, My Space NYC boasts a beautiful site design, as well as simple and functional listings. It's also recommended by NYU, giving it traffic from a targeted audience.

Features:

Photos

Detailed listings

Highlights property features

Feature specific property search options

Mapped search results

Targeted audience

Targeted for NYC

47. Renthop

For those looking to list New York apartments, Renthop has a great design, good features and a broker friendly internal rating system that rates rentals with professional management highly.

Features:

Photos

Detailed listings

Highlights property features

Mapped search results

Targeted audience

Highlights nearby amenities

Targeted for NYC

48. Renter St.

Renter St. boasts the largest listing of broker fee free apartments in NYC, as well as a beautiful site and good listing options.

Features:

Photos

Detailed listings

Highlights property features

Feature specific property search options

Mapped search results

Targeted audience

Targeted for NYC

49. Street Easy

Street Easy's listings are simplistic and functional, with the added bonus of featuring the nearest subway routes for each location. This makes the site perfect for New Yorker's looking to embrace the city's pedestrian lifestyle.

Features:

Photos

Detailed listings

Highlights property features

Mapped search results

Targeted audience

Targeted for NYC

50. City Spade

City Spade is a fantastic site that provides a huge array of search and listing options, making it a go-to resource for apartments hunters in New York, Boston or Philadelphia looking for the perfect place.

Features

Photos

Detailed listings

Highlights property features

Detailed search options

Feature specific property search options

Mapped search results

Targeted audience

Highlights nearby amenities

Targeted for New York, Boston and Philadelphia

51. Urban Edge

Urban edge lists no fee rentals in New York State, as well as parts of Connecticut. They pride themselves in offering straightforward information without complexity or deception. They also have a search option for green apartments, allowing them to target environmentally conscious tenants and making them a great place for any LEED certified property listing.

Features:

Photos

Detailed listings

Highlights property features

Detailed search options

Feature specific property search options

Mapped search results

Nationwide in the US

Targeted audience

Single property listings can display multiple units in tandem

Highlights nearby amenities

Highlights green properties

Targeted for New York state and Connecticut

53. Seniorliving.org

If your property is retirement or 55+ community, seniorliving.org offers free listings, though they do ask that you support their organization by making sure your ads are detailed and asking current tenants for reviews on their site. Since those things help promote your property anyway, it's a small price to pay!

Features:

Photos

Detailed listings

Highlights property features

Nationwide in the US

Targeted audience

54. Go Section 8

For those property managers with properties that qualify for section 8 housing, Go Section 8 has many tools for helping you find well qualified tenants. Due to the nature of Section 8 housing, they also have a section in their listings that highlights features that makes buildings more accessible for the disabled or elderly.

Features

Photos

Detailed listings

Highlights property features

Targeted audience

Highlights accessibility features

Mapped search results

55. LoopNet

LoopNet is a great resource for managers of commercial property. It has search and listing options created with commercial properties in mind, meaning it's tailor-made for your business.

Features:

Photos

Videos

Detailed listings

Highlights property features

Floorplans

Detailed search options

Feature specific property search options

Mapped search results

Nationwide in the US

Targeted audience

Single property listings can display multiple units in tandem

Commercial properties only

56. Housing Link

This site is Minnesota specific. It's a bare-bones operation, but it has plenty of traffic and a good track record for finding affordable housing in the state.

Features:

Photos

Detailed listings

Highlights property features

Detailed search options

Targeted audience

Targeted for Minnesota

57. Rental Beast

Rental Beast is site that covers a wide area of the eastern United States, including Boston, Philadelphia, Chicagoland, Delaware and New Jersey. Their website is well designed and easy to use, with live professionals available for assistance as needed.

Features:

Photos

Detailed listings

Highlights property features

Floorplans

Detailed search options

Feature specific property search options

Mapped search results

Targeted audience

Single property listings can display multiple units in tandem

Highlights nearby amenities

58. The Commercial Investment Multiple Listings Service (CIMLS)

This is a big site that is easy to navigate. Though it's a little ugly, the site contains a huge number of options for those wishing to find tenants for commercial properties.

Features:

Photos

Detailed listings

Highlights property features

Floorplans

Detailed search options

Mapped search results

Nationwide in the US

Targeted audience

59. City Feet

City Feet is a listing site for commercial properties. Unlike the other sites listed so far, it has a great design that is sure to make your property look amazing. City Feet does prominently feature images, though, so make sure you have nice ones.

Features:

Photos

Detailed listings

Highlights property features

Floorplans

Detailed search options

Feature specific property search options

Mapped search results

Nationwide in the US

Targeted audience

60. LACDB

Louisiana might seem like a small market for this list, but that doesn't stop their primary commercial real estate site from being phenomenal, so it's not going to stop us from listing it. The LACDB is a listing site for leasing commercial properties in Louisiana, with great web design and a ton of options for property managers who want to get the word out.

Features:

Photos

Detailed listings

Highlights property features

Floorplans

Detailed search options

Feature specific property search options

Mapped search results

Targeted audience

Highlights nearby amenities

Market statistics and trends

Built in translation function

61. Showcase.com

Showcase.com is a nationwide listing site for commercial properties. While their breadth is impressive, their site does lack many of the features you see in the other sites on this list.

Features:

Detailed listings

Highlights property features

Detailed search options

Nationwide in the US

62. Facebook Ads

For those willing to pay for exposure, facebook ads can be a great help. They are affordable, sharable, and unobtrusive, meaning that they can be a great source of success.

Features:

Photos

Pay per click

Targeted audience based on browsing history

Link to social media accounts OR listing pages.

63. Property Facebook Page

Multi-family properties without their own Facebook pages are really missing out on the opportunities that social media offers. They're free, they are a great way to distribute information, and they can assist in community building and tenant retention.

Features:

Announcement distribution for current tenants

Vacancy announcements

Easy vacancy monitoring for potential tenants

Sharing functions

Photos

Events

Videos and virtual tours

64. Facebook Events

Having trouble getting potential tenants in the door? Try a Facebook event for a day-long open house. Promoting the event is fairly inexpensive, especially if you use all of the built-in tools Facebook has to offer.

Features:

Photos

Shareable

Paid promotion available

Social networking (when one friend is attending, all of their friends will see)

Direct marketing

65. Facebook Groups

While Facebook's free classifieds marketplace is still in the growing stages, there are plenty of groups on Facebook that connect suppliers to consumers. Most of these groups are peer-to-peer, but with some clever searching it's likely that you can find one that specifically targets your city's real estate rental market. Once you find it, post on their wall with a link to the full listing. It's a small amount of work that could pay off big time!

Features:

Photos

Shareable

Targeted audience

Customizable

Direct marketing

66. Instagram

Are you confused by Instagram? You certainly wouldn't be alone. Instagram is a mobile app that lets users take pictures with a variety of esthetically pleasing filters and post them on their network with relevant tags and captions. Posting pictures of a well staged property, and the beauty surrounding it with the right tags could be what grabs the attention of your dream tenant.

Features:

Photos

Tagging

Direct marketing

67. Google

What many property professionals don't know about Google is that properties and businesses have their own pages, which anyone searching an address or business name can access. Since potential tenants are very likely to search your property at some point, it's important that your profile be filled out and kept up to date. You can also have current tenants post reviews on the page explaining what they like about the property.

Features:

Photos

Business hours

Property details

User reviews

Search engine optimization

Mobile optimization

68. Oodle

Oodle is a free classifieds site similar to Craigslist, but with fewer options and MUCH less clutter.

Features:

Photos

Detailed listings

Nationwide in the US

69. FreeClassifieds.com

FreeClassifieds.com does exactly what it says on the box, their ads are entirely free and they have local listings nationwide. This site isn't particularly handsome and doesn't have the traffic Craigslist does, but that could very well be an advantage in a badly flooded market.

Features:

Photos

Detailed listings

Nationwide in the US

70. Backpage.com

Another site for free classifieds, Backpage is a little prettier and a little better organized than their fellows. However, the ad listings show up as plain hyperlinks, making it difficult to make your ad stand out from the rest.

Features:

Photos

Detailed listings

Worldwide

71. ClassifiedAds.com

ClassifiedAds.com is a free classified site with good site structure and localized listings. Real estate listings are presented well, and their contact form is prominently displayed as a call to action.

Features:

Photos

Detailed listings

Nationwide in the US

72. Locanto

Locanto offers free classifieds in a variety of categories, including rentals. They also have a neat news feed widget on the front page that prominently displays recently posted ads, helping them to gain extra exposure.

Features:

Photos

Detailed listings

Nationwide in the US

73. SuperAds.com

Yet another site with free classifieds, SuperAds.com is a fairly bare-bones production with good organization but no search function.

Features:

Photos

Detailed Listings

Nationwide in the US

74. Global-free-classified-ads.com

This is a classified site directed at the Washington, DC metro area. Due to the targeted audience, it's a great option for properties for rent in the capital. It includes categories for commercial as well as residential properties.

Features:

Photos

Detailed listings

Targeted for DC

75. Free Ads Time

This is classifieds site with localized listings and good coverage across the US.

Features:

Photos

Detailed listings

Nationwide in the US

76. OLX.com

OLX is a free classifieds site, but the ads have better organization than most classifieds. The real estate related ads are surprisingly well formatted, and present properties very well.

Features:

Photos

Detailed listings

Detailed search options

Nationwide in the US

78. EPage Classifieds

Epage boasts that they've been around for over 20 years. Unfortunately, so has their web design. However, the site is still good for nostalgia and reaching out to people who have been using it for years.

Features:

Photos

Detailed listings

Nationwide in the US

79. Ebay Classifieds

With a huge user base on their auction site, Ebay's classifieds get lots of traffic and attention. On top of that, the site is nicer, cleaner, better organized and more easy to use than any other free classified site out there.

Features:

Photos

Detailed listings

Nationwide in the US

80. NexTech Classifieds

A classifieds listing site with a thumbnail search result page that helps to promote real estate ads using the images they provide.

Features:

Photos

Detailed listings

Nationwide in the US

82. Hoobly Classifieds

Hoobly has a clean site that's fairly functional, though it's worth mentioning that the ads feature only very small thumbnails for images, which is less than ideal for those hoping to promote rentals. The pictures can be expanded by clicking on them.

Features:

Photos

Detailed listings

Nationwide in the US, Canada and India

83. Local Immigrant Support Organizations

Immigration can be a harrowing experience, and having a good home with an understanding landlord/property manager can make a huge difference for new Americans. Local support organizations will often maintain an online listing of vacancies for the people they support. If you or your caretaker speak a second language, that's a big bonus that's sure to get you some extra attention.

Features:

Targeted Audience

84. WordPress

If you don't have a website for your property management business, you could be missing out on many opportunities. Not only can you post your vacancies to a site of your own, but you can maintain general information while also looking like a consummate professional. WordPress is a tool that allows people without coding skills create and design a website to their own specifications.

Features:

Changeable themes

Photos

Complete customization

Search engine inclusion

Easy updates

Any and all information you wish to communicate

Widgets for web apps like Google Maps or Walkscore

Hosting

85. Weebly

WordPress is a tool that can customize every inch of your website. However, for many users who are less internet savvy it can be a challenge to use. Weebly is a similar tool that many people find much easier to utilize effectively. There is less customization, but the interface is simpler.

Features:

Changeable themes

Photos

Customization

Search Engine Inclusion

Easy Updates

Any and all information you wish to communicate

Drag and drop site setup

Hosting

87. Web.com

Web.com is a website builder with excellent user reviews and a very functional interface. It's quick to start-up, and you can have a site live within minutes of doing so. If you want a low maintenance site, this is a great option.

Features:

Photos

Customization

Search Engine Inclusion

Easy Updates

Any and all information you wish to communicate

Hosting

88. Wix

Wix both hosts websites and helps you create one. The best part of using wix is that their pre-built themes are really stunning, and with some high-res images your properties can look great in seconds.

Features:

Photos

Customization

Search Engine Inclusion

Easy Updates

Any and all information you wish to communicate

Great Themes

Hosting

89. Squarespace

Similar to Wix in many ways, Squarespace hosts websites while providing a tool to build a great one. Like Wix, their themes are really quite beautiful and image-focused.

Features:

Photos

Customization

Search Engine Inclusion

Easy Updates

Any and all information you wish to communicate

Great Themes

Hosting

90. Direct Email

If you have a website for your property/business, adding a function that allows you to collect email addresses can be a great idea. You can ask people to give them to you if they want to hear about vacancies, or you can offer something in return, like a neighborhood or rental guide that they'll receive upon signing up. It takes time, but if you build up a good mailing list you'll have a good collection of potential tenants right at your fingertips when a vacancy opens.

Features:

Entirely customizable message

Volunteer leads

91. Google Ads

Google Ads aren't free, but they are pay-per-click. That means that you only pay when your ad actually catches a potential tenants eye enough for them to click on it.

Features:

Pay per click

Very customizable

Photos

92. The 'Seeking' Section

Many of the classifieds sites listed here, including Craigslist have a section that turns rental advertisements on their heads. In this 'seeking' section, individual tenants can post advertisements describing what they want in a rental property. Many of these individuals are having trouble finding a rental that meets their needs, they may have a disability or a special circumstance that makes finding a property difficult. If you find one that fits with your rental, contact them right away, and you might just find the perfect (grateful) tenant.

Features:

Self service: find your own tenant

Eager pool of renters

Nationwide in the US

93. Online listings with local newspapers.

Local papers often have online classifieds, or even a special section for rental advertisements. These ads are often inexpensive, and sometimes they'll have an option to be included in both print and online publications.

Features:

Potential for print distribution

Localized audience

Nationwide in US

94. Reddit

Reddit is a site that contains links to an enormous amount of content. As a result, it's organized into different 'subreddits' that users can browse and follow. The subreddit r/rental is a place where users can find advice about renting, roommates, and helpful links. Posting a link to your listing there or to a local renting subreddit can be the perfect way to get some of reddit's many users to check out your property.

Features:

Direct linking

Large audience

Nationwide in the US

95. The Rental Girl

This is a great site for property managers in Los Angeles who want to attract a hip, young type of tenant. The site is gorgeous, with lots of fun graphics and great functionality.

Features:

Photos

Detailed listings

Great layout

Highlights property features

97. Pinterest

Pinterest is a tricky beast for property managers when it comes to connecting with potential tenants, but it can be done. Pinning pictures of your properties can be a great way to get a bit of attention. Make sure you name your board something relevant, and don't forget to use tags! Since Pinterest is largely focused on creative ideas, try making posts featuring decorated or staged apartment, and feature the things that make your property unique. Include links to relevant listings, and always remember that the key to social media success is consistency.

Features:

High-res photos

Creative design focus

Highlights property features

Highlights unique elements

Social media integration

98. Twitter

Sometimes Twitter inspires blank stares from even the most tech-savvy. Create an account for your property or property management company, post relevant tweets, gain followers... it seems like a lot of work, and you can't fit a listing in 140 characters. However, with consistent attention, you can post links to your listings, which can be a great way to spread the word that you're looking for a great tenant.

Features:

Direct link capability

Social media integration

Shareability

99. Places4Students.com

Do you have a student-friendly property? Places4Students has a listing service specifically designed to help students find off-campus housing, organized by partner school.

Features:

Photos

Highlights property features

Highlights nearby amenities

Targeted Audience

Nationwide in the US

100. FreeRentAds.com

At first glance, this site doesn't have much to offer beyond the basic listing format, but its search options and mapped search results are actually very well designed. The site is both functional and simple, though ads do not include photos.

Features:

Google Street View integration

Mapped search results

Detailed search options

101. Biddenly

Biddenly is an online tool that makes big promises. They say they've created the perfect rental listing, and the results are undeniably phenomenal. The layout is elegant, your property's features are highlighted beautifully, and they have built-in tools for posting on social media and Craigslist.

Features:

High-res photos

Flexible, clean layout

Detailed listings

Highlights property features

Social media integration