



Apartment-Hunting Causes Anxiety for Many Americans

17 Percent Report That Finding the Perfect Apartment Is More Stressful Than Landing a Job

Santa Monica, Calif., June 25, 2009 – Finding a job in this economy can be like looking for the proverbial needle in a haystack. Yet despite the current challenges in the job market, a recent survey by Rent.com, the nation's #1 Internet listing service (ILS) in the rental housing industry, found that 17 percent of Americans believe finding the perfect apartment is even *more* stressful than landing a job!

The national survey, conducted this month by Rent.com, measured Americans' attitudes toward the rental process and underscored the lengths they will go for the perfect apartment. Especially for less experienced renters, frustration can mount heading into the summer months since June, July and August are the most popular months to move (according to the American Moving & Storage Association).

Apartment Search Struggles

The survey found that half (50 percent) of Americans are frustrated by rental ads that don't include all the information they want, such as pet policies, and a quarter (25 percent) said they can't even find enough apartments worth investigating. In addition, more than a quarter of Americans (26 percent) also find it difficult to take time off from work to visit apartments. Respondents also reported that they find the apartment-hunting process to be too time-consuming (49 percent) and frustrating (39 percent).

Desperation Nation

The survey also uncovered that apartment-seekers are willing to do just about anything to find the apartment of their dreams! Nearly a quarter of adults (23%) said they would be willing to eat *only* ramen noodles for a full month, in exchange for the perfect apartment. Nearly one in six (15 percent) would stand in a public place holding an "Apartment Wanted" sign, and 12 percent would dye their hair blue for a month! Americans are also willing to sacrifice time and comfort if they know it will pay off in the long run – for the perfect pad, nearly one in 10 (9 percent) would endure a 2-hour commute to work each way and a surprising 5 percent would sleep on a park bench for a week if it meant they'd find the perfect apartment.

Rent.com to the Rescue

Fortunately there's a place to turn, especially for less experienced renters. With the most online traffic, the largest inventory of contracted property listings, and a free robust search tool, Rent.com helps renters find the home of their dreams. Users are also able to search the site's detailed rental listings, which include contact information, pricing, photos, floor plans, and virtual tours – all for free.

With detailed listings, easy-to-use search capabilities, and the ability to directly contact property managers, finding the rental home of your dreams is as easy as 1-2-3. In addition to helping rental seekers find housing, Rent.com rewards renters with a \$100 prepaid Visa® debit card if they find a home on Rent.com, tell their new landlord they found their apartment on Rent.com and report to Rent.com that they signed a lease with a property that participates in the \$100 Reward Program.

Survey Methodology

The survey was conducted among 1,000 nationally representative Americans ages 18+. The interviews were conducted online by Wakefield between June 15th and June 18th, 2009 using an email invitation and an online survey. Quotas were set to ensure reliable and accurate representation of the total U.S. population over ages 18 and older. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

About Rent.com

Rent.com is the nation's #1 Internet listing service (ILS) in the rental housing industry enabling renters to find a residential rental property online using a free robust search tool. Rent.com has the most online traffic and the largest inventory of contracted property listings. As the only national ILS with a pay per lease business model, Rent.com allows property managers to cost-effectively fill their vacancies.

Prospective renters can search the site's detailed property listings, including contact information, pricing, photos, floor plans, and virtual tours. With the ability to directly contact property managers, finding the rental housing of your dreams is as easy as 1-2-3.

In addition to providing renters free access to detailed property listings and robust search tools, Rent.com rewards renters with a \$100 prepaid Visa® debit card if they: (1) find their property using the Rent.com website, (2) tell the property owner or manager they found their rental home using Rent.com, and (3) report to Rent.com signing a lease with a property that participates in the \$100 Reward Program. Rent.com is truly dedicated to finding renters the perfect place to live.

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