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The weekly newsletter that ups your landlord game.

August 11, 2023

COMMUNITY QUESTION

Landlording isn't for the faint of heart. So we're curious - **What's the most challenging part of being a landlord or rental investor?**

Share Your Thoughts

IN THIS WEEK'S NEWSLETTER

According to a recent study, **stays over 30 days have increased by 94% year over year** in the U.S. *Are you missing out on mid-term rentals?*

In this week's edition of TheKey, we share what you should consider about mid-term rentals, highlight key lease terms you need, and investigate how the U.S. housing inventory crunch changed.

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FEATURED ARTICLE

What Landlords Need to Know About Mid-term Rentals

A report from AirDNA revealed the demand for mid-term rentals is expected to grow by 30% in 2023, primarily driven by remote work and

renters' desire for flexible living situations.

Don't let this potential boon pass you by!

This week's article explains:

- The target audience for this type of lease term
- What you need in a mid-term lease agreement
- The pros and cons of three-to-11-month leases

[Read More](#)

LANDLORD LEARNING CENTER

[Month-to-Month Lease Agreements: A Helpful Guide](#)

Learn the benefits and drawbacks of month-to-month leases.

[Common Lease Terms Q & A: Clauses, Provisions, Addendums, and Rules](#)

You can't miss these critical sections regardless of your lease term.

COMMUNITY CONVERSATIONS

Last week's question: What social media sites do you use?

71% of answers included Facebook in their social media list, making it the most popular platform in the lineup! 14% said they don't use social media at all.

Whether you've been on social media forever or haven't yet dipped a toe, now is the perfect time to subscribe to TurboTenant's Youtube channel.



RENTAL INDUSTRY ROUNDUP

[Overcoming economic obstacles in the multifamily sector](#)

 [Build-for-rent construction rising in all but 10 states](#)

 [U.S. housing inventory crunch accelerated in July](#)

LET US KNOW

What did you think of TheKey this week?



This week's newsletter was crafted with care by
Ava Johns, Krista Reuther, and Samantha Yadav.
Editing by Jonathan Forisha.

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Vine Dr. Fort Collins, CO 80524