



# OPPORTUNITY'S **NEW** ADDRESS

The rental property investment market is growing—and so is the number of clients needing coverage.

With millennials foregoing traditional homeownership in favor of renting, the home-rental industry is booming. For investors, the strategy to gain from this trend seems simple. Buy a vacant property below market price. Refurbish it. Rent it out for a profit. Unfortunately, landlords may not fully understand the exposures they face, leaving them underinsured.

Protect your clients investment with a dwelling fire policy for rental residences and vacation properties. With over 42 million rental units in the U.S., brokers and agents can tap into this lucrative market by providing clients with proper coverage for landlord's risks.

THE NATIONAL RENTAL VACANCY RATE

**6.93%**<sup>\*4</sup>



THE HOME OWNERSHIP RATE FELL TO

**63.7%**

THE LOWEST SINCE 1990<sup>\*4</sup>

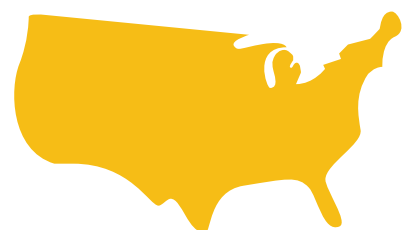
**22.5MIL**

NEARLY



LANDLORDS  
IN THE U.S.<sup>\*1</sup>

**109MIL**  
RENTERS IN THE U.S.<sup>\*1</sup>



51%



OF RENTERS ARE UNDER 30 YEARS OLD<sup>\*2</sup>



42.4MIL

U.S. RENTAL HOUSING UNITS AND GROWING!<sup>\*3</sup>

43% OF RENTERS



LIVE IN SINGLE-FAMILY HOUSES<sup>\*2</sup>