

Hard Data and Proven Tactics to Level Up Leasing

SHOWMOJO DATA TALK

Q2 2026 E-BOOK

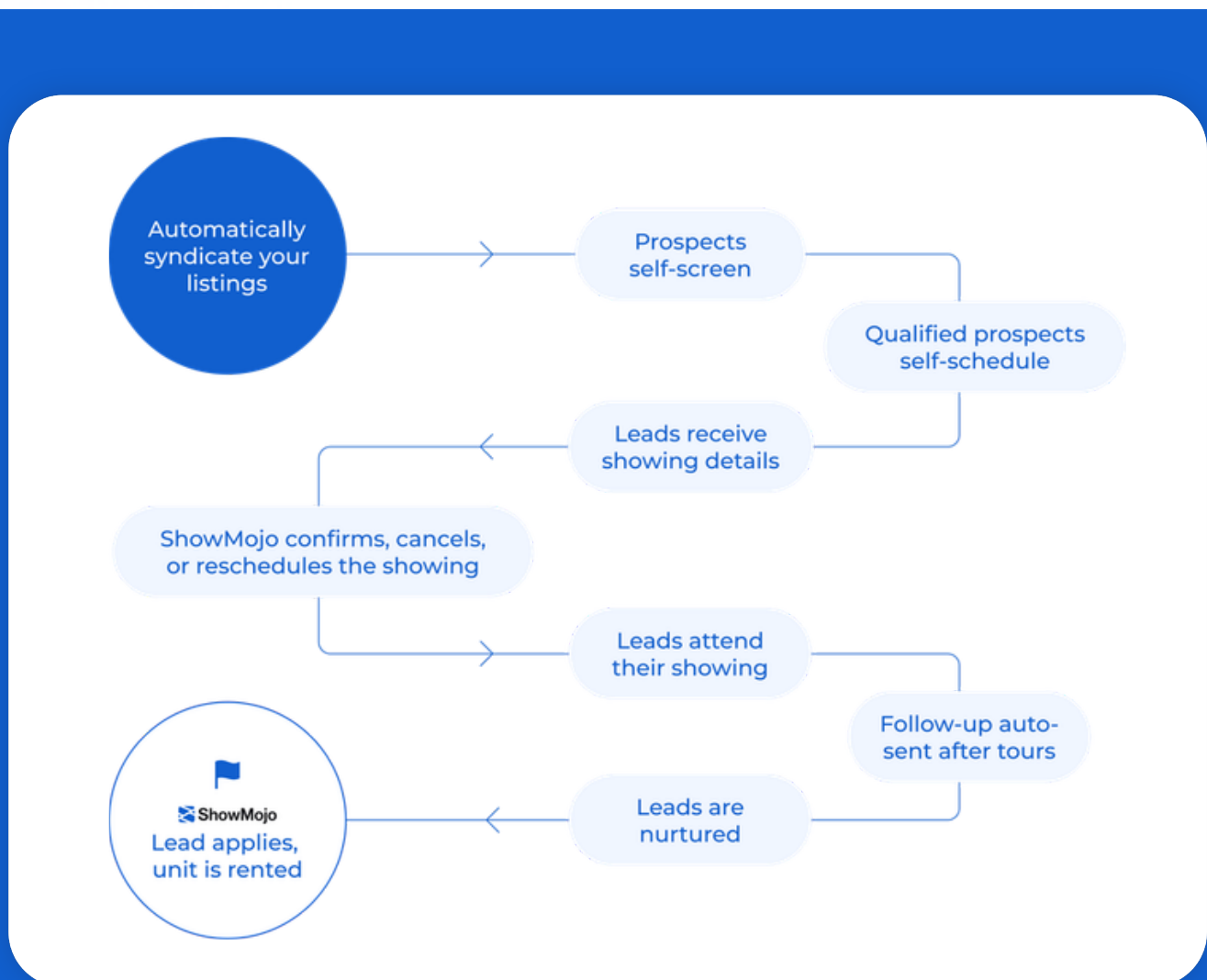


A Prospect-Driven Leasing Experience

The leasing process hasn't always been the most efficient. That's what ShowMojo is here to change. We flip the script by giving your prospects all the tools and info they need to pre-screen and schedule themselves. So you can stop chasing leads, and start signing leases.



Stop chasing leads, and start signing leases





Based On

All-Time

since 2018

1.7M+

leased units

25M+

showings

80M+

leads

721M+

emails, calls, texts

Q2

2026

48K+

leased listings

1.54M+

leads

782K+

scheduled showings

419K+

completed showings

Distributed across

- Single family and multi-family units
- Large and small portfolios
- All 50 US states + Canada
- Accompanied showings and self-guided tours
- Property managers and self-managing owners



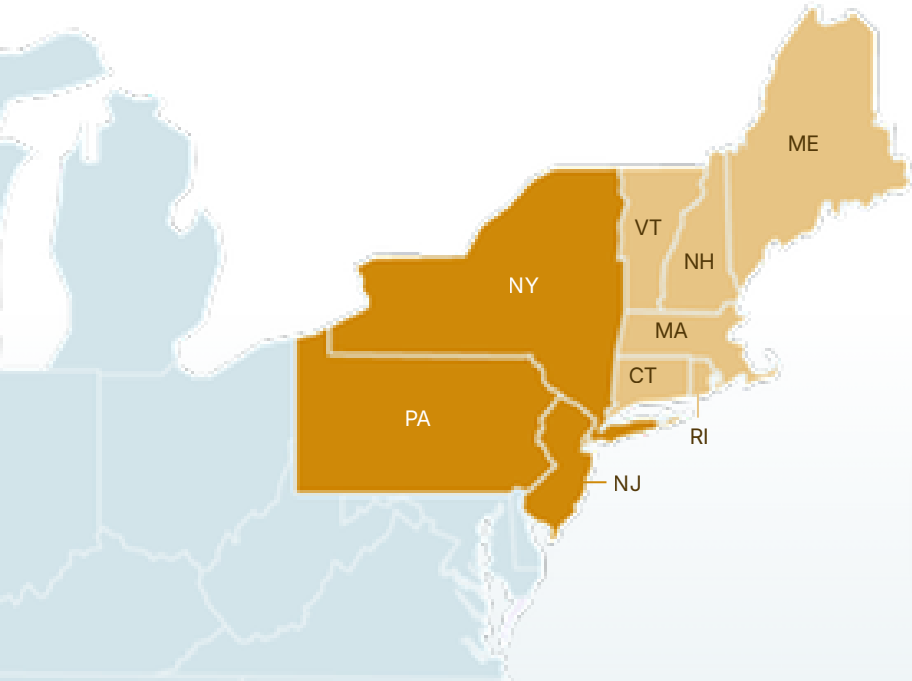
Q2 2026

Regional Overview

Northeast

The **Northeast** region had the largest YoY increase in rent this quarter, despite New England's 7.5% YoY rent decrease.

● Middle Atlantic ● New England



33.5 +1.6%	41.3 -11.8%
Avg DOM	Leads/home
56.1% +2.6 pts	29.3% +1.4 pts
Inq to scheduled	Inq to completed
\$1,875 +4.3%	20.2% +0.6 pts
Avg rent	Needed a Rent Cut

Rent **+4.3% YoY**
Best rent gain of any region this quarter.

Showing strategy | vs 41.1% self-guided platform-wide

● Self-guided ● Accompanied ● Hybrid



Property type | SF \$2,165 vs MF \$1,786 (+\$379 premium)

● Single-family ● Multi-family



Inside the Region

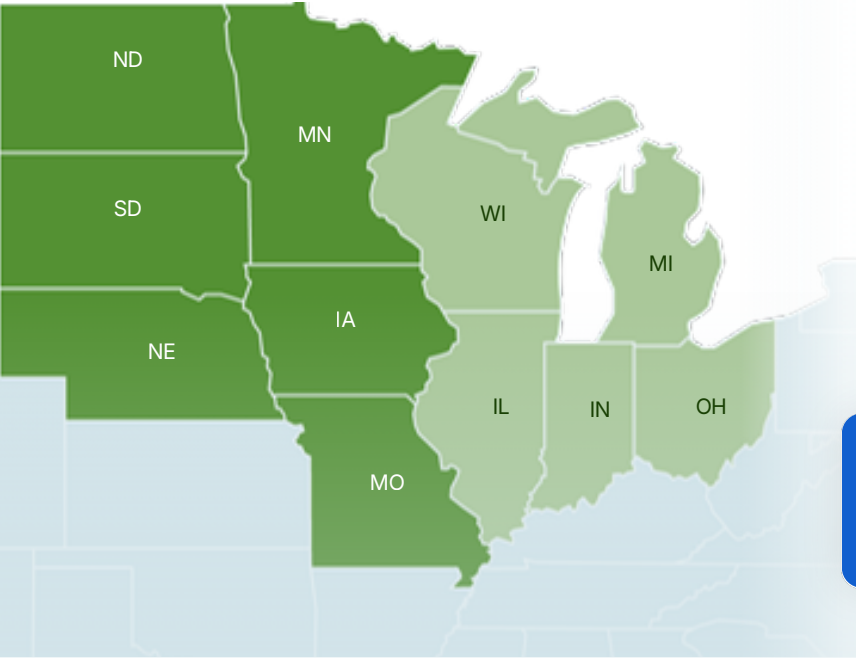
Divisions in the Northeast

Middle Atlantic		New England	
\$1,872	Average rent; -\$3 vs region	\$1,882	Average rent; +\$7 vs region
+8.7%	Rent Year-over-year	-7.5%	Rent Year-over-year
-2.4 pts	% of Rent-Reduced Listings Year-over-year	+9.7 pts	% of Rent-Reduced Listings Year-over-year

Midwest

In Q2, **the Midwest** had the lowest average rent but the second highest YoY rent increase of any region in the country.

● West North Central ● East North Central



32.1 Avg DOM	+6.3%	43.8 Leads/home	-16.6%
56.8% Inq to scheduled	+7.4 pts	30.2% Inq to completed	+4.8 pts
\$1,574 Avg rent	+1.3%	19.1% Needed a Rent Cut	-0.3 pts

Conversion **+7.4 pts YoY**
Largest YoY increase in conversions of any region in the nation.

Showing strategy | vs 41.1% self-guided platform-wide

● Self-guided ● Accompanied ● Hybrid



Property type | SF \$1,758 vs MF \$1,498 (+\$260 premium)

● Single-family ● Multi-family



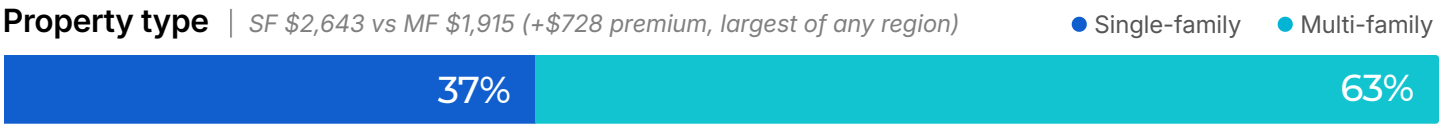
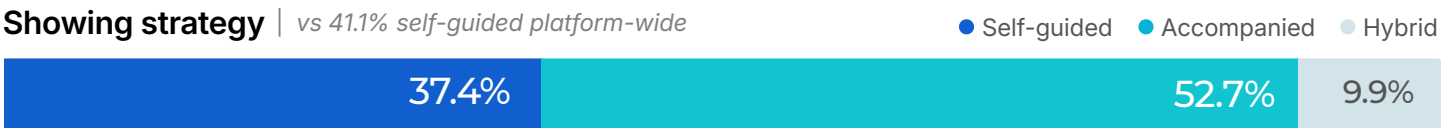
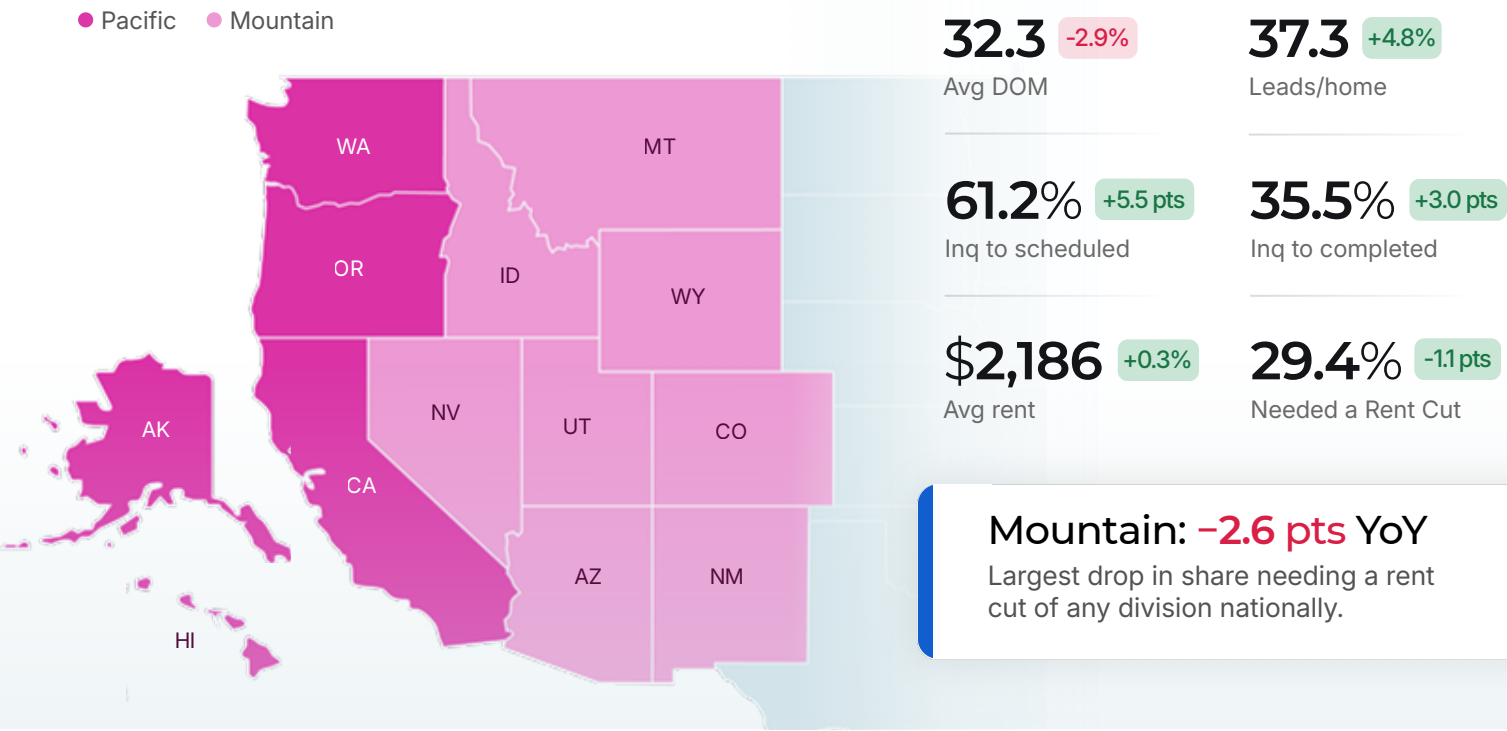
Inside the Region

Divisions in the Midwest

West North Central		East North Central	
\$1,413	Average rent; -\$161 vs region	\$1,651	Average rent; +\$77 vs region
-0.3%	Rent Year-over-year	+2.1%	Rent Year-over-year
-2.4 pts	% of Rent-Reduced Listings Year-over-year	+0.7 pts	% of Rent-Reduced Listings Year-over-year

The West

In Q2, **the West** had the highest average rent (\$2,186) and the best conversion rates (61.2%) of any region in the country.

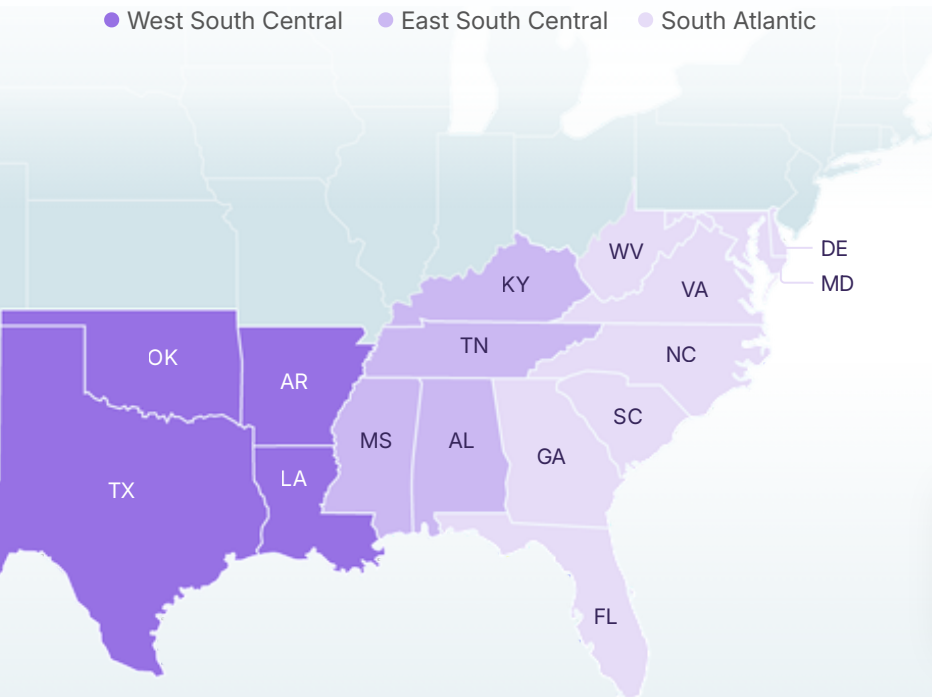


Pacific		Mountain	
\$2,484	Average rent; +\$298 vs region	\$1,812	Average rent; -\$374 vs region
+2.1%	Rent Year-over-year	+0.6%	Rent Year-over-year
+0.3 pts	% of Rent-Reduced Listings Year-over-year	-2.6 pts	% of Rent-Reduced Listings Year-over-year

The South

The South was the only region in Q2 where quarterly rent prices decreased YoY – led by the South Atlantic division.

● West South Central ● East South Central ● South Atlantic



33.1 -2.5%
Avg DOM

29.8 +8.7%
Leads/home

54.4% -5.8 pts
Inq to scheduled

36.7% -3.7 pts
Inq to completed

\$1,723 -3.9%
Avg rent

25.5% +6.2 pts
Needed a Rent Cut

Conv -5.8pts | Rent -3.9%

Only region down on both conversion and rent year over year.

Showing strategy | Highest self-guided share vs 41.1% platform

● Self-guided ● Accompanied ● Hybrid



Property type | SF \$1,983 vs MF \$1,316 (+\$667 premium)

● Single-family ● Multi-family



Inside the Region

Divisions in the South

West South Central

\$1,561

Average rent
-\$162 vs region

-0.7%

Rent Year-over-year

+10.3 pts

% of Rent-Reduced Listings (YoY)

East South Central

\$1,397

Average rent
-\$326 vs region

-2.0%

Rent Year-over-year

-1.8 pts

% of Rent-Reduced Listings (YoY)

South Atlantic

\$1,902

Average rent
+\$179 vs region

-6.4%

Rent Year-over-year

+4.6 pts

% of Rent-Reduced Listings (YoY)



Questions?

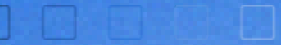
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