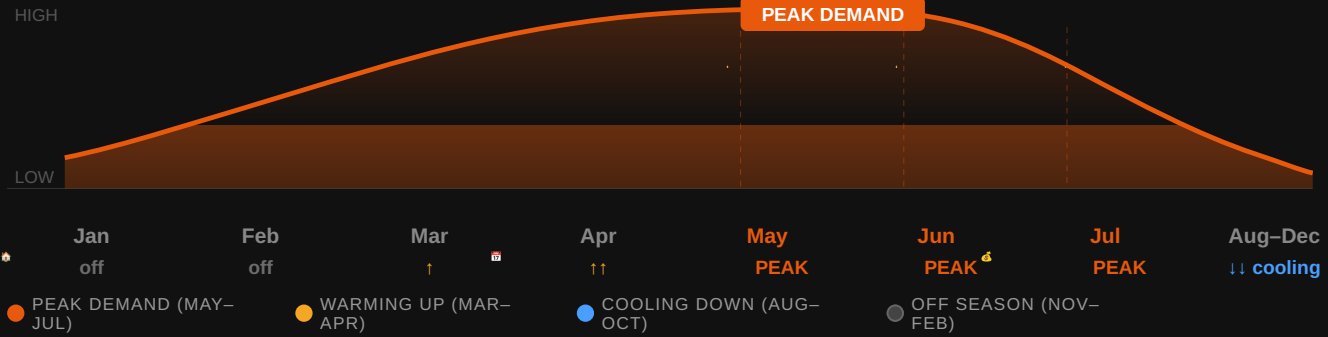


# INDIANAPOLIS RENTALS HAVE SEASONS. SMART OWNERS USE THEM.



Indy's rental market is deeply seasonal. When you list determines how fast you lease, how much you earn, and how strong your applicants are.

INDIANAPOLIS RENTAL DEMAND INDEX — BY MONTH



**798 homes**

leased in Q3 2024 — the highest since 2015

vs. 348 leased in Q4 2024

**35 days**

avg. days on market in Q3 (peak season)

vs. 41-55 days in Q4-Q1

**5-10%**

rent discount needed to compete in off-season

Peak listings hold full asking price

## FAMILIES MOVE ON CALENDARS — NOT RANDOMLY.

Indianapolis renters follow predictable patterns tied to school years, corporate relocations, and summer moves. Q3 is when the largest, most qualified renter pool is actively searching — and when well-priced properties get multiple applications within days of listing.

READY TO TIME THE MARKET?

## LIST DURING PEAK SEASON. LEASE FASTER.

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