

# Rental Analysis Data Points

## Specific analytics for setting rent, assessing risk, and more

Identifying the next big rental market, determining return on investment for different properties, and pinpointing the best rent rate for attracting responsible investors while maximizing profit all require access to data & advanced analytics. HouseCanary Data Points include detailed information about rental return, risk, and everything else needed to help make informed decisions about your real estate assets.

### Recommended Data Points

#### Premium Rental Data Points\*

##### Market

Rental data for subject property + nearby comparable properties.

##### Rental Value Distribution

Block and block group-level summaries of local rental property values per square foot.

##### Rental Comps

List of quantitatively-derived rental comparables based on a subject property.

##### Rental Value

Rental data for subject property + nearby comparable properties.

##### Rental Value Forecast

Block and block group-level summaries of local rental property values per square foot.

##### Rental Market Pulse Data

Single Family Home rental listing and market trends by state-, MSA-, and ZIP-level.

#### Additional Rental Value Context

##### Rental Listing Status

Latest status of a property listed for rent.

##### Rental Value Within Block

Position of rental property values relative to block.

#### Premium Rental Data Points\*

##### Canary Rental Index

HouseCanary's proprietary metric for gross rental yield at the state, MSA, ZIP code, block group, or block level.

##### RPI Forecast

HouseCanary's proprietary returns forecast based on ZIP-level RPI.

- Forecast rental value appreciation based on 12 month RPI forecast.
- Historical max percent loss in RPI over any 12 month period.
- Risk that this market's RPI will be lower in 12 months.

##### RPI Historical

HouseCanary's proprietary returns history based on ZIP-level RPI.

- Historical compound annual growth rate (CAGR) for 1, 5, 10 years.
- Rental value appreciation based on RPI for the last 1, 5, 10 years.

##### RPI Time Series Forecast

One-year forecast of monthly rental price index values for the state, MSA, and ZIP code

##### RPI Time Series Historical

Historical time series of monthly rental price index values for the state, MSA, and ZIP code.