

Vacant Room Acquisition

Property Manager Action Plan

June 23, 2026

This plan outlines 17 methods to fill vacant rooms across the co-living portfolio. Actions are organized by how quickly they generate leads. Start with Phase 1 immediately — those channels can produce inquiries within 24–48 hours.

Priority rule: Complete every Phase 1 action before moving to Phase 2. Speed matters — an empty room costs money every day.

Phase 1 — Do This Today (Days to Fill)

These platforms are free or low-cost and can generate inquiries within 24–48 hours of posting. Post on all of them the same day.

1. Facebook Marketplace + Local Housing Groups

- Search "[city] rooms for rent" on Facebook and join every local housing group that appears.
- Post in all of them — same listing, same day.
- Respond to every inquiry within 30 minutes. Leads go cold fast on Facebook.
- Re-post every 3 days to stay visible.

2. Craigslist — Rooms / Shared Section

- Post under Housing > Rooms & Shares.
- Headline format: "Private Room - [Price]/month - [Neighborhood] - Utilities Included" (or whatever applies).
- Use real photos. No stock images.
- Re-post every 48 hours to stay at the top of search results.

3. Furnished Finder

- Best for travel nurses and contract workers needing 30–90 day furnished stays.
- Monthly subscription fee — not per-booking. Worth it if rooms are furnished.
- Low competition on this platform compared to Craigslist.

- List the room as a private furnished room with all amenities noted.

4. Zillow / Apartments.com

- List as "room for rent" - not as a full unit.
- These platforms draw mainstream rental traffic, so expect more screening required.
- Zillow Rental Manager allows free listings; Apartments.com may require a subscription.

5. Nextdoor

- Post in the Housing or For Sale & Free category.
- Keep the post short and neighborly in tone — this audience responds to community-style communication.
- Neighbors refer friends and coworkers. This platform punches above its weight for warm referrals.

Phase 2 — Outreach and Partnerships (Weeks to Fill)

These methods require a phone call or in-person contact but build relationships that generate leads repeatedly — not just once.

6. Direct Employer Outreach

- Identify employers within 5 miles: hospitals, Amazon, Walmart, hotel chains, construction companies.
- Call the HR department. Ask if they have employees who need housing assistance or a bulletin board where you can post a flyer.
- Offer a referral bonus (\$100–\$200) for any employee who signs a lease.
- One HR contact can fill multiple rooms over time. This is one of the highest-ROI actions on this list.

7. Staffing Agency Partnerships

- Call three local temp agencies. Ask to speak with a placement coordinator.
- Explain that you have furnished/unfurnished private rooms available immediately.
- Offer a finder's fee for each placed tenant who signs.
- Staffing agencies place workers who need immediate housing — this becomes a recurring pipeline.

8. Church and Community Org Referrals

- Visit or call three local churches and community organizations.
- Ask to leave flyers in their common areas or resource tables.
- Offer a referral fee to the organization or directly to the referring party.
- These referrals arrive pre-screened — people vouch for the people they refer.

9. 211 / Social Service Agencies

- Call your local 211 line and ask how to get listed as a private affordable housing resource.
- Contact transitional housing orgs and workforce development programs in the area.
- Ask to be added to their housing resource directories — this is typically free.
- Case managers are actively looking for private rooms for clients. This produces consistent, mission-aligned demand.

10. Targeted Facebook / Instagram Ads

- Budget: \$10–\$20/day, run for 5 days, then evaluate cost-per-lead.
- Geo-target within 10 miles of each property.
- Use a real photo of the room as the ad image — it outperforms any designed graphic.
- Target by: rental interest, income range, and location.
- Link the ad to a phone number or simple landing page — not to a listing platform.

11. Current Resident Referral Bonus

- Tell every current resident: refer someone who signs a lease and get \$100–\$200 off next month's rent.
- Residents know the house culture and will self-select compatible housemates.
- This is the best source of pre-screened leads. Activate it immediately.

12. Reddit — Local Housing Subreddits

- Find the subreddit for your city: `r/[cityname]` or `r/[cityname]housing`.
- Post a plain, honest listing. No marketing language. Reddit users dislike promotional tone.
- Include price, location, house rules summary, and a contact method.
- Users will ask good screening questions in the comments — engage directly.

13. SpareRoom / Roomies.com

- These are niche roommate-matching platforms with users already sold on shared living.

- Lower volume than Craigslist but higher intent — less screening needed.
- List on both. SpareRoom has stronger US market penetration in larger cities.

Phase 3 — Pipeline Builders (Ongoing)

These methods take longer to produce results but compound over time. Set them up and maintain them in parallel with Phase 1 and 2 activity.

14. Simple Landing Page

- Create a one-page website with photos, price, amenities, and a "Check Availability" form.
- Use Carrd.co (free) or a simple WordPress page — nothing fancy needed.
- Point all ads, posts, and flyers to this URL so leads are captured in one place.
- This builds a list you own, independent of any platform.

15. Short-Form Video (TikTok / Instagram Reels)

- Film a 30-second room tour on a smartphone. Show the room, common areas, and outside of the property.
- Caption: price, location, utilities included, contact info.
- Post to TikTok and Instagram Reels. The algorithm pushes local content to nearby users organically.
- One good video can generate leads for months at zero ad spend.

16. University and Trade School Housing Boards

- Contact the off-campus housing office at nearby community colleges and vocational schools.
- Ask to be listed on their housing resource board or website.
- Target programs with immediate job placement: nursing, welding, CDL, HVAC, medical assistant.
- Students in these programs are prime co-living candidates — employed, nearby, on a budget.

17. Corporate Relocation Companies

- Research corporate relocation firms operating in your area (examples: SIRVA, Cartus, Aires).
- Contact them and ask how to get on their preferred housing vendor list.

- These firms place employees who need short-term furnished housing — often employer-paid.
- High-quality tenant profile, clean track record, reliable payment.

Tracking and Follow-Up

Use a simple spreadsheet to log every inquiry: date, source, name, contact, outcome. This tells us which channels are working and where to focus budget and time.

Report back weekly: Which platforms generated the most inquiries? Which converted to signed leases? We will adjust priorities based on what is actually working.