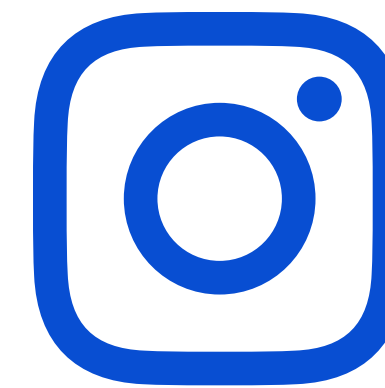


renthop

**NYC Subway Campaign:
RentHop RentCompare
Spring 2023**

RentHop.com/RentCompare



The top question renters have is:

**Am I
overpaying
for rent?**

**Good news,
RentHop
can tell you.**

RentHop RentCompare is designed with renters in mind:

A straightforward tool designed to analyze whether renters are overpaying or underpaying for rent.

Puts the power back in the renter's hand to negotiate their rent, prepare for their next apartment hunt, or re-sign with confidence.

Simplifies the home search process as a one-stop shop for renters with localized market data and relevant listings.

Web-Based Product Interface

A fun and user-friendly design allows renters to enter their apartment details to see if they are overpaying or underpaying on rent.

This evolving tool will help renters stay informed and landlords stay competitive in the ever-fluctuating rental market.

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rentcompare
Are You Overpaying For Rent?

📍 Manhattan, New York, NY, USA

\$ 5000 1 Bed 1+ Bath

Doorman Elevator Unit W/D

RentCompare!

There are probably better deals out there!

😞

Your rent is **25% more** than the average of **\$4,000** for a 1 Bed, 1+ Bath in Manhattan.

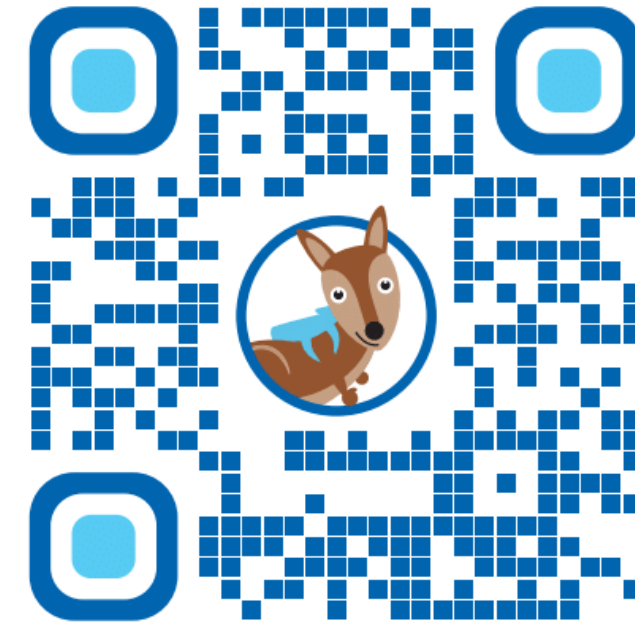
Affordable Avg: \$4,000 Expensive

renthop.com/rc?k=Wqeqqe Copy Link

Subway Campaign Theme: RentHop Can Help

**Your rent is too damn high.
Prove it with RentHop
RentCompare.**

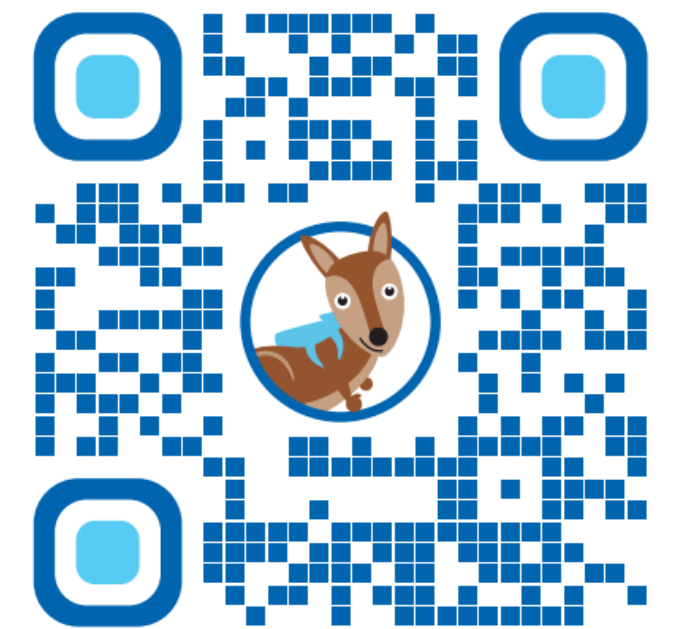
RentHop.com/RentCompare



**Straightforward
ads appealing to
common thoughts
renters all over
NYC have.**

**RentHop has proof
you're overpaying
for rent.**

RentHop.com/RentCompare

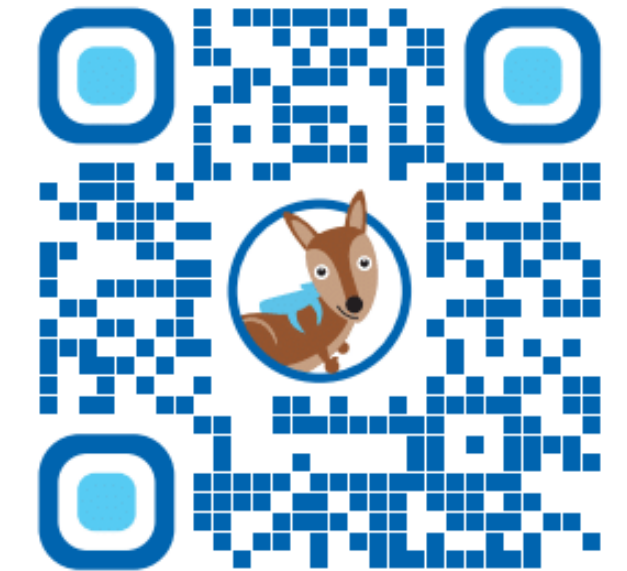


Subway Campaign Theme | Keeping up with the Jones

**Compare your rent
to your neighbors'.**

**Then brag (or cry
yourself to sleep).**

RentHop.com/RentCompare



As New Yorkers, we're always checking in on our neighbors. Whether it's to see how they've decorated their apartment, if they're sorting the recycling correctly, and of course, if they pay less rent than you, renters want know how they stack up (especially if they're the ones with the better deal).

Subway Campaign Theme | Couple's Struggle

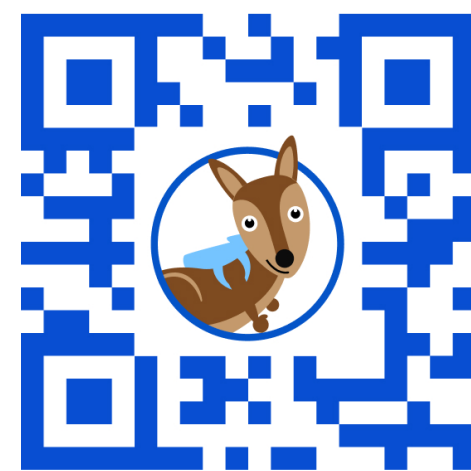
New Yorkers may fast-track a relationship and move in together to save on rent. Sometimes it feels like that's the only option to get a better deal on monthly housing costs.

We're not saying RentHop RentCompare may save a relationship, but it might help things progress on a different timeline.



Instead of reading other people's texts on the train, try RentHop RentCompare yourself.

RentHop.com/RentCompare



From Our CEO



Lee Lin
Co-Founder
& CEO

"RentHop's mission has always been to simplify real estate decisions using data and quantitative analysis.

Given the very unique macroenvironment over the past 3 years, RentHop RentCompare is a crucial tool that all New York tenants and landlords should consult as they navigate their leasing choices this year."

About RentHop

RentHop was created to address the hurdles renters face when looking for an apartment in NYC. Through the HopScore, a proprietary algorithm, RentHop highlights the best listings in the market.

Company Facts

NYC based company privately owned since 2008 with nationwide reach.

Over 20,000 open and exclusive listings in NYC alone. The largest site of its kind.

Every listing ranked by quality, freshness & advertiser responsiveness.

Wally the Wallaby, drawn by Alexis Ohanian & team in 2009, is the ever-watchful RentHop mascot.

Press Coverage



Which Cities Have the Best Deals for Single Renters?

The New York Times — Feb 23, 2023



The top 15 most affordable U.S. cities for people who want to live alone

CNBC — Feb 3, 2023



The 7 best ways to find a short-term rental while you renovate

Brick Underground — Jan 25, 2023



Surging rents, tight inventory could make moving day worse this year

The Boston Globe — Aug 30, 2022



One-bedroom rents soar at major NYC subway stops: study says

New York Post — May 5, 2022



Hey, 2021 Grads, These Apps Can Prepare You for Adulting

The Wall Street Journal — May 29, 2021

Let's chat!

www.renthop.com

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