

Rental-hunting season hits fever pitch as June begins, Zillow data shows

2025-05-28

Smart search tips to beat the competition and bag the perfect pad without overspending

- Website traffic, messages to landlords and applications on Zillow Rentals typically peak in the first week of June.
- Renter households are at a record high, and renters are far more likely to move than homeowners.
- 2025 is shaping up to be even busier than recent years, with more activity to date on Zillow Rentals.

SEATTLE, May 28, 2025 /PRNewswire/ -- The busiest week of the year for rental seekers is here. Data from Zillow Rentals® shows that the first week of June brings a spike in activity on the platform; listing views, rental applications and outreach to property managers have all peaked at this time over the past two years.

With rental households at a record high, the 2025 rental season is shaping up to be one of the busiest yet.

"Summer is always a busy time for rentals, but it's also when the most new listings hit the market," said Emily McDonald, Zillow rental trends expert. "Knowing when demand spikes can help renters plan ahead, act quickly and use smart tools to find a place that checks all their boxes without blowing their budget. You'll still have options later if you miss the rush, but you might miss out on freebies available now."

A record-setting year for renters

Rental activity on Zillow is already outpacing the past two years in terms of apartment views, lease creations and rental applications, a sign that this year's peak could be even higher. A record-high 46 million [households rent](#), and renters are nearly [four times more likely](#) to move than homeowners, according to the U.S. Census Bureau.

Demand is up, but options abound. Zillow has more than 2 million active listings including single-family rentals, apartment units and condos, an all-time high for the platform with more listings than any other rental network.¹

A construction boom added more new rental units in 2024 than in any year since the 1970s, but the wave of lease concessions used to attract tenants is starting to ebb. According to Zillow's latest [Rental Market Report](#), the share of listings offering incentives like a free month's rent dropped from nearly 40% in March to under 35% in April.

Tips to outsmart the rush and avoid affordability potholes:

Search smarter. Move-in-date filters, pet-friendly toggles, 3D tours and interactive floor plans on Zillow Rentals streamline the search process.

Know the full cost. Zillow Rentals listings include a Costs & Fees section to break down what renters can expect to pay upfront and on a monthly basis.

Avoid budget creep. Staying within their initial budget was considered highly important by 86% of renters in a [recent Zillow survey](#). Renters can use Zillow's [Rent Affordability Calculator](#) to determine their price range by providing factors such as monthly debts, expenses, income and savings.

Build financial momentum. Renting a room is a time-honored method of saving money, and it's easy to do on Zillow. Paying rent through Zillow can also help renters build their credit. On-time payments can be reported to Experian and Equifax at no cost, helping build credit history with every month's payment.

¹ Zillow internal data on total rental properties compared to Apartments.com data published on its website and investor materials, March 2025.

² New privately-owned housing units completed: Units in buildings with five or more.

<https://fred.stlouisfed.org/series/COMPU5MUSA>

About Zillow Group

Zillow Group, Inc. (Nasdaq: Z and ZG) is reimagining real estate to make home a reality for more and more people. As the most visited real estate app and website in the United States, Zillow and its affiliates help people find and get the home they want by connecting them with digital solutions, dedicated real estate professionals, and easier buying, selling, financing, and renting experiences.

Zillow Group's affiliates, subsidiaries and brands include Zillow®, Zillow Premier Agent®, Zillow Home LoansSM, Zillow Rentals®, Trulia®, Out East®, StreetEasy®, HotPads®, ShowingTime+SM, Spruce®, and Follow Up Boss®.

All marks herein are owned by MFTB Holdco, Inc., a Zillow affiliate. Zillow Home Loans, LLC is an Equal Housing Lender, NMLS #10287 (www.nmlsconsumeraccess.org). © 2025 MFTB Holdco, Inc., a Zillow affiliate.

(ZFIN)

View original content to download multimedia:<https://www.prnewswire.com/news-releases/rental-hunting-season-hits-fever-pitch-as-june-begins-zillow-data-shows-302466597.html>

SOURCE Zillow