RentJuice gives renters the edge with the new "common application"

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Renters can now gain an edge in the rental race thanks to the "Common Application" by RentJuice, provider of lease marketing technology to thousands of real estate property managers and brokers. Similar to Facebook Connect, consumers fill out RentJuice's Common Application online one time and their personal information can subsequently prepopulate any real estate office's custom leasing-related forms, as well as applications for separate rental units.

The time-and-effort-saving Common Application is a key component of RentJuice's new online leasing process, which gives renters working with a RentJuice broker the chance to initiate and complete the rental application process immediately. Landlords and agents can send a client a consolidated set of online forms for a property in their RentJuice account using a smartphone or tablet, eliminating the need to make a trip to the office. No pen and paper, scanner, fax machine or envelope is needed - applicants can even sign leasing forms online using a mouse or their finger with any touchscreen mobile device.

Adding to a list that includes the Boston, Chicago, Miami and New York City metro areas, RentJuice last month began serving its hometown San Francisco. Since a limited pilot program was initiated in February, nearly 4,000 new lease deals have been created using RentJuice.

"We are so excited to tell our clients about RentJuice's online leasing, because we want them to know that working with us gives them an advantage in their apartment search, particularly in a highly competitive rental market," said David Chesnosky of RentSFNow, a San Francisco-based RentJuice customer. "In a city like San Francisco, waiting a few hours to get the leasing process started can put you in line behind a dozen other applicants, and RentJuice's tool creates speed for the tenant while letting us see the final submission printed on our own custom paperwork."

More secure than sending scanned documents by email, the personal information submitted by renters via RentJuice's Common Application is password-protected in a 256-bit-security rental data repository. The details collected from consumers come standard with every RentJuice account - live and as a downloadable PDF - but the platform also supports the numerous, varied applications for which different landlords ask, simplifying them to the most common set of questions and information. Landlords and leasing managers that are RentJuice users can link into this global renter identity database to receive and compare applications easily - online, in one place.

Saving time and effort, the Common Application benefits all parties involved: consumers have a safe place to store their rental identity and can easily share requested information, while property managers and leasing agents can quickly and efficiently screen tenants.

"In recognition of an aggressive rental market, this is a giant step toward expediting the leasing process, bringing it almost entirely online in a completely unique way," said David Vivero, CEO of RentJuice. "Online lease signing and the Common Application iron out a pretty complex process for

renters while respecting the unique needs of each landlord or broker. It allows all business to be conducted remotely with just an Internet connection and mobile device - this is not just an app; it's a way of doing business."

To celebrate the launch of Online Leasing, RentJuice is giving away a $500 Amazon gift card to one lucky leasing agent. Each time a rental application is signed using RentJuice's Online Leasing tool, the applicant's leasing agent is given one entry into the contest. The only limit to an agent's entries is the number of applicants they can sign up.

Additional details for the contest can be found at http://www.rentjuice.com/online-leasing-contest-terms.

RentJuice is an online platform that allows property managers and landlords to instantly share their availabilities with partner companies for free to shorten vacancies and improve communication. The Company also offers a paid upgrade that provides agents, brokers and leasing offices a "virtual rental office," available from a browser, iPhone or iPad. From powering a leasing agent's Facebook page and WordPress website to offering outsourced data entry and automatic ad syndication to dozens of consumer websites such as HotPads, Zillow and Trulia, RentJuice makes every step of the rental marketing process simpler.