

RESERVETY RESEARCH · 2026-Q3

What Software Powers America's Rental Businesses (2026)

128,188 Google Business Profile listings across 12 rental categories and 51 states. Data pulled 2026-09-15. Published 2026-10-27.

<https://reservety.com/research/rental-software-market-share-2026/>

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What Software Powers America's Rental Businesses (2026)

The websites of 30,031 of the most-reviewed rental businesses in the US, checked one by one for the software that takes their bookings. 3,879 run a dedicated rental platform. Data pulled 2026-09-15.

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30,031

businesses sampled

23,895

websites checked

64%

cannot take a booking online

3,879

on a rental platform

55%

brochure sites

15%

of domains could not be checked

Five findings

1 64% of the sampled rental businesses whose website could be checked have no way to take a booking online.

2 FareHarbor runs 1,473 of the 3,879 sampled sites on a rental platform (38%).

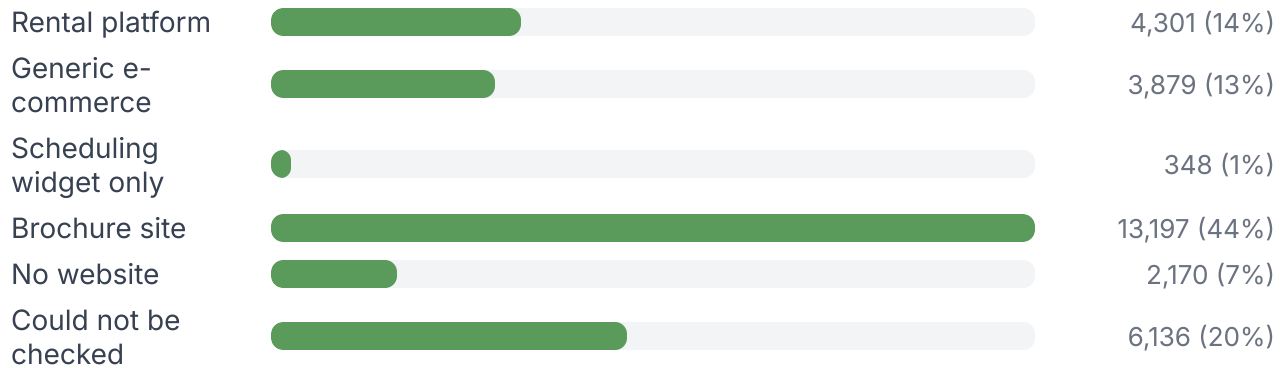
3 InflatableOffice leads party rental with 43% of platform sites; Quipli leads equipment rental with 31%.

4 55% of checkable rental websites are brochure sites on a site builder with no booking function.

5 Reservety runs 9 of the 3,879 sampled rental-platform sites (0.2%).

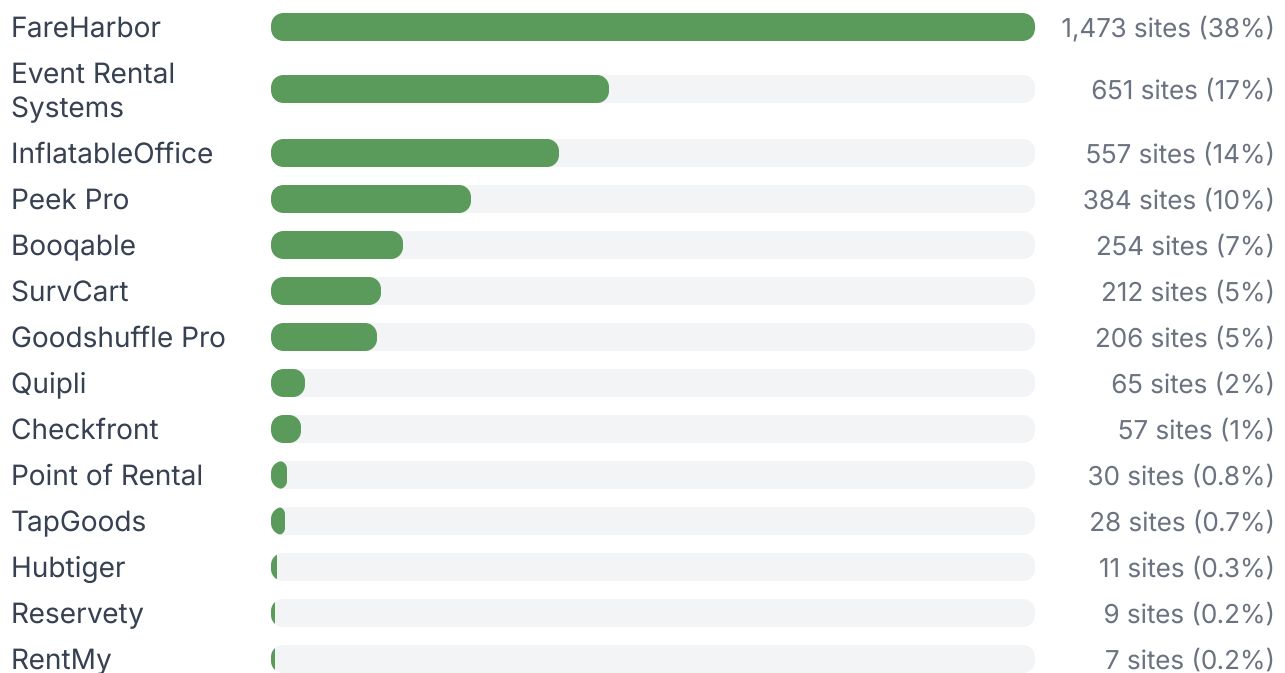
Booking capability, all verticals

Per business, 30,031 sampled.



Market share among rental platforms

Share of the 3,879 sampled sites running any rental platform. Platforms are named, not linked.



Rentrax		7 sites (0.2%)
Twice / Rentle		2 sites (0.1%)
EZRentOut		1 sites (0.0%)
Yo!Rent		1 sites (0.0%)

Reservety runs 9 of the 3,879 sampled rental-platform sites (0.2%).

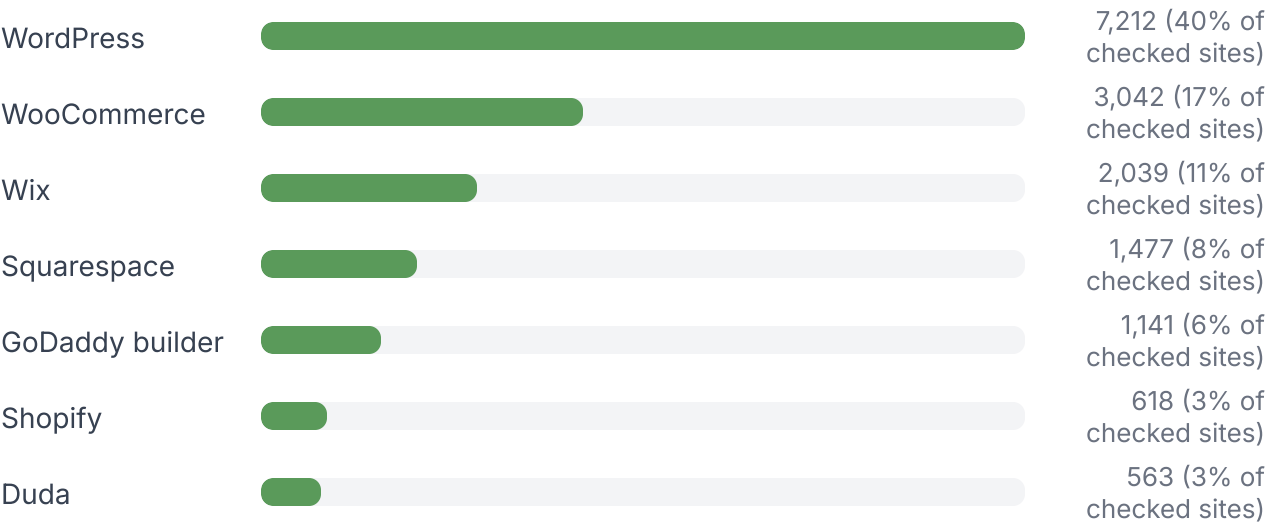
Platform	Sites	Share	Top states (sites)
FareHarbor	1,473	38%	Florida (389), California (118), South Carolina (7)
Event Rental Systems	651	17%	Florida (98), Texas (96), Georgia (44)
InflatableOffice	557	14%	Florida (68), Texas (61), California (45)
Peek Pro	384	10%	Florida (64), California (51), New York (19)
Booqable	254	7%	Florida (35), Texas (33), California (23)
SurvCart	212	5%	Texas (25), Florida (21), North Carolina (17)
Goodshuffle Pro	206	5%	Florida (27), California (23), Texas (20)
Quipli	65	2%	Georgia (7), Texas (4), Colorado (3)
Checkfront	57	1%	California (10), Florida (10), Idaho (3)
Point of Rental	30	0.8%	Michigan (3), Minnesota (3), North Carolina (3)
TapGoods	28	0.7%	Alabama (3), Florida (3), New Jersey (3)
Hubtiger	11	0.3%	Florida (3), California (2), Colorado (1)
Reservety	9	0.2%	Ohio (2), Arizona (1), California (1)
RentMy	7	0.2%	Colorado (2), Michigan (2), Oregon (1)
Rentrax	7	0.2%	Florida (2), California (1), Colorado (1)
Twice / Rentle	2	0.1%	Michigan (1), Utah (1)
EZRentOut	1	0.0%	Arizona (1)
Yo!Rent	1	0.0%	Florida (1)

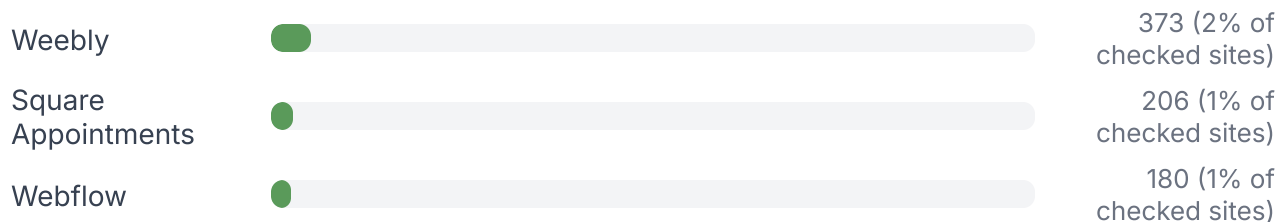
Leader by vertical

Vertical	Leading platform	Leader share	Sites on any platform
Trailer rental	Booqable	45%	3
Equipment rental	Quipli	31%	18
Party rental	InflatableOffice	43%	97
Boat rental	FareHarbor	82%	85
Photo booth	InflatableOffice	42%	5
Dumpster rental	SurvCart	58%	35
Bike rental	FareHarbor	62%	47
Tent rental	Event Rental Systems	35%	59
Kayak & canoe rental	FareHarbor	74%	85
Portable restroom rental	SurvCart	31%	5
RV rental	FareHarbor	62%	13
Bounce house rental	InflatableOffice	48%	54

Site builders and e-commerce stacks

Non-rental technology found on the checked homepages; a site can appear in several rows.





Methodology

What was checked. The homepage of each distinct website domain among the most-reviewed rental businesses in the [census sample](#): 21,238 domains, fetched once each on 2026-09-15 with a browser user agent, a 15-second timeout and no JavaScript, and matched against the signature table below. No HTML was kept. 15% of domains could not be fetched (bot challenge, block, timeout or dead site) and are reported as unknown, excluded from every share. A social page in place of a website (335 listings) counts as no website.

How shares are computed. Platform share is sites running that platform divided by sites running any rental platform (3,879 overall); a site running two platforms counts for both. Booking capability is per business: rental platform, generic e-commerce (WooCommerce or Shopify without a rental platform), scheduling widget only, brochure site, no website, or unknown. "Cannot take a booking online" is brochure plus no website, divided by the 23,895 businesses that could be checked.

Limits. The sample is the most-reviewed businesses per category, so it over-represents established operators. A platform used without any homepage footprint (a booking link on an inner page, a phone-only process) is not detected. Reservety is the publisher of this report and appears in the table like every other platform; its share is stated without adjustment. Data: CC BY 4.0, attribution "Reservety, What Software Powers America's Rental Businesses (2026)".

Signature table

Platform	Tier	Homepage signature (regex, case-insensitive)
Reservety	rental	booking-bytes
Booqable	rental	booqable
Goodshuffle Pro	rental	goodshuffle

Platform	Tier	Homepage signature (regex, case-insensitive)
TapGoods	rental	tapgoods
EZRentOut	rental	ezrentout ezo\.io
Twice / Rentle	rental	rentle\. (io shop) twicecommerce
Checkfront	rental	checkfront\.com
FareHarbor	rental	fareharbor\.com
Peek Pro	rental	book\.peek\.com peek\.com/embed
Rentman	rental	rentman\.io
Point of Rental	rental	pointofrental point-of-rental
InflatableOffice	rental	inflatableoffice
Event Rental Systems	rental	eventrentalsystems
Quipli	rental	quipli
RentMy	rental	rentmy\.co
Yo!Rent	rental	yo-rent yorent
Sharefox	rental	sharefox
SurvCart	rental	survcart
Rentrax	rental	rentrax
HireHop	rental	hirehop
Current RMS	rental	currentrms current-rms
Flex Rental Solutions	rental	flexrentalsolutions
Texada	rental	texada
Hubtiger	rental	hubtiger
IntelliEvent	rental	intellievent
WooCommerce	ecommerce	woocommerce

Platform	Tier	Homepage signature (regex, case-insensitive)
WordPress	builder	wp-content
Shopify	ecommerce	cdn\.shopify\.com myshopify
Wix	builder	wixstatic wix\.com
Squarespace	builder	squarespace
GoDaddy builder	builder	godaddysites wsimg\.com
Duda	builder	dudamobile cdn-website\.com
Weebly	builder	weebly
Webflow	builder	webflow
Acuity	scheduling	acuityscheduling
Calendly	scheduling	calendly\.com
Setmore	scheduling	setmore
Square Appointments	scheduling	squareup\.com/appointments square\.site
HoneyBook	scheduling	honeybook
Jobber	scheduling	getjobber
Housecall Pro	scheduling	housecallpro

Signature version 2026-09-15. Links on a page are never a signal; only code and asset references count.

Questions this data answers

► How many rental businesses have no online booking at all?

► What is the most common rental software?

► Who leads in party rental and in equipment rental?

► **How many rental websites are brochure sites with no booking function?**

► **What is Reservety's share?**