



# The New Website Standard

Apartment Marketing in a  
World of Price Transparency





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CEO  
Jonah Digital



# The All-In Pricing Model





# Historical examples from industries give us insight into how prices and the market respond.



## Airlines

Baggage & Seat Selection

2008–2012

Prices initially rose, but competition on all-in pricing kept costs competitive.



## Hotels & Resorts

“Resort Fees”

Ongoing

Hotels have either lowered base rates or eliminated junk fees altogether.



## Financial Services

Hidden/Obscure Credit Card Terms

2009 CARD Act

Regulation led to lower overall costs as competition on all-in price increased.



# Our industry's base rent problem



A10

1 bed 1 bath 769 sq. ft.

**Base Rent \$2,112**

*Price shown is Base Rent, does not include non-optional fees and utilities.*



## Ticketmaster all-in pricing

The screenshot shows the Ticketmaster website for the Beyoncé COWBOY CARTER TOUR. A pop-up titled "What You Need to Know" is displayed, stating: "This event is using All-In Pricing. That means you'll see the cost of the ticket up front, including fees (before taxes)." Below the text is a blue "Accept & Continue" button. In the background, the event details are visible: "Beyoncé: COWBOY CARTER TOUR", "Mon • Apr 28, 2025 • 7:00 PM", and "SoFi Stadium, Inglewood, CA". At the bottom, a "PayPal Buy Now, Pay Later" option is shown for a "Sec 530 • Row 13 Standard Ticket" priced at "\$85.20".

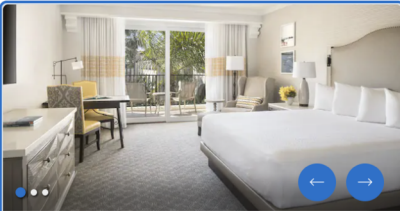
The screenshot shows the Ticketmaster checkout summary. The total amount is \$170.40. The breakdown is as follows:

Category	Item	Amount
TOTAL		\$170.40
Tickets		
	Standard Ticket: \$68.00 x 2	\$136.00
Fees		
	Service Fee	\$34.40

Below the breakdown, there is a link to "Cancel Order" and a section titled "\*All Sales Final - No Refunds". It includes a checkbox for "I have read and agree to the current Terms of Use." and a green "Place Order" button. A note at the bottom states: "\*Exceptions may apply, see our Terms of Use."



## Hyatt Huntington Beach booking site



**1 King Bed**

Feel at home in 436 to 465 square feet of space; featuring one king bed, a refrigerator,...

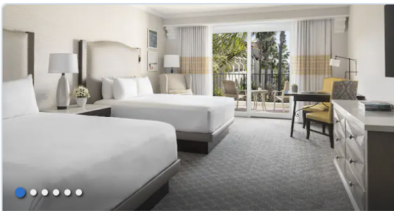
[View Room Details](#)

**Advance Purchase Rate** **\$368**

Includes fees before taxes Avg/Night

[+3 more rates](#)

**SELECT & BOOK**



**2 Queen Beds Garden View**

Enjoy views of the lushly landscaped resort from the private patio or walkout balcony of...

[View Room Details](#)

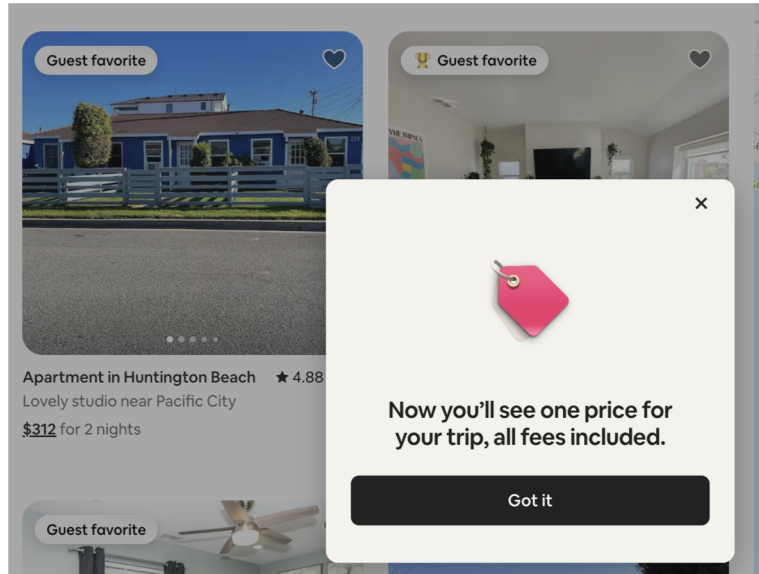
**Advance Purchase Rate** **\$368**

Includes fees before taxes Avg/Night

[+3 more rates](#)

**SELECT & BOOK**

## Airbnb booking site



**Guest favorite**

**Apartment in Huntington Beach** ★ 4.88

Lovely studio near Pacific City

**\$312** for 2 nights

**Now you'll see one price for your trip, all fees included.**

**Got it**



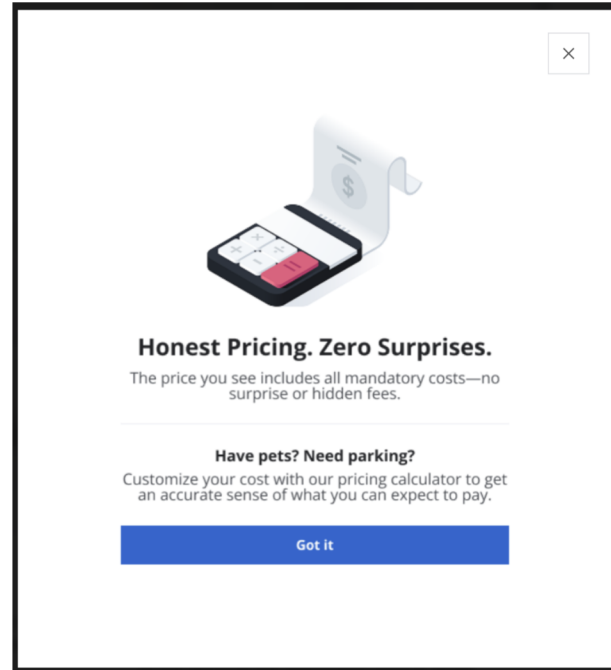
**Price is the #1 factor in renter search.**

**And renters want the all-in price**



Base Rent  
+ Monthly Mandatory Fees  
= All-in Monthly Price

Website interstitial





# Industry reactions are common when moving to fully transparent pricing.



## Regulatory & Legal Impacts

Increased Regulation  
Compliance Costs



## Initial Market Disruption

Sticker Shock  
Short-Term Price Volatility



## Competitive Realignment

Price Convergence  
Consumer Trust



## Economic Outcomes

Price Adjustments  
Consumer Efficiency

# Consistency Across Platforms





Map

LAK

Pricing

1A

Un

312

1A

Un

128

C5 | Unit 128

(612) 482-7481

Unit Details

Pricing Details

Unit Map

Unit 128

2 Beds • 2 Baths • 1057 Sq Ft

Base Price: \$3,243

Available Now

Pricing

This community may have additional mandatory fees or optional services. Use the Rent Estimate calculator to add these fees to the base rent.

[Cost Calculator](#)

Unique Features

- 8' - 10' Ceiling Heights
- Bathroom
- Bedroom layout
- Cable / Internet
- Custom Cabinetry
- Dual Sink
- Fixtures
- Full-size washer/dryer
- Glass door tub enclosure
- HVAC-410a
- Keyless Entry Door System

- Kitchen Islands
- Nest Thermostat
- Patio/Balcony
- Roller Shades
- Spacious Walk-in Closets
- Subway Tile
- Under-counter lighting
- Upgrade
- White Quartz Countertops
- Wine Chiller
- Wood Plank Flooring

Tour Floor Plan

Send Message

C5

Renderings and other visuals are intended for general reference only. Features may be different than shown.

Floor plans are artist's rendering. All dimensions are approximate. Actual product and specifications may vary in dimension or detail. Not all features are available in every rental home. Prices and availability are subject to change. Base rent is based on monthly frequency. Additional fees may apply, such as but not limited to package delivery, trash, water, amenities, etc. Deposits vary. Please see a representative for details.

Apartments.com unit rent amount

AIM 2025 | 12  
aimconf.com

CS | Unit 128

(612) 482-7481

Unit Details Pricing Details Unit Map

**Unit 128**  
2 Beds • 2 Baths • 1057 Sq Ft

**Base Price: \$3,243**  
Available Now

**Pricing**  
This community may have additional mandatory fees or optional services. Use the Rent Estimate calculator to add these fees to the base rent.  
[Cost Calculator](#)

**Unique Features**

- 8' - 10' Ceiling Heights
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- Full-size washer/dryer
- Upgrade
- Glass door tub enclosure
- White Quartz Countertops
- HVAC-410a
- Wine Chiller
- Keyless Entry Door System
- Wood Plank Flooring

Renderings and other visuals are intended to provide a general impression of the property. Floor plans are artist's rendering. All specifications may vary in dimension or home. Prices and availability are subject to change. Additional fees may apply, such as but not limited to, etc. Deposits vary. Please contact the property for more information.

Property website rent amount

Apartments.com unit rent amount

Virtual Tours Book a Tour (763) 314-3653 Find Your Home

Map Floorplans

**APT 128**

CS

2 Bed / 2 Bath  
1,057 sq. ft.  
\$3,249.35 /mo\*  
12 Months  
**AVAILABLE NOW**

Move-in Date  
4/29/25

Term  
12 Months (\$3,243) Base Rent

**Total Monthly Leasing Price\*** **\$3,249.35**

Est. Application Cost **\$250**

Est. Move-In Cost **\$3,749.35**

[Calculate My Cost](#)

[Apply](#)

\*Total Monthly Leasing Price includes base rent, all monthly mandatory and any user-selected optional fees. Excludes variable, usage-based, and required charges due at or prior to move-in or at move-out. Security Deposit may change based on screening results, but total will not exceed legal maximums. Some items may be taxed under applicable law. Some fees may not apply to rental homes subject to an affordable





CS | Unit 128 (612) 482-7481

Unit Details Pricing Details Unit Map

**Unit 128**  
2 Beds • 2 Baths • 1057 Sq Ft

**Base Price: \$3,243**  
Available Now

Tour Floor Plan Send Message

Property website rent amount

Cost Calculator

Unique Features

- 8' - 10' Ceiling Heights
- Bathroom
- Bedroom layout
- Cable / Internet
- Custom Cabinetry
- Dual Sink
- Fixtures
- Full-size washer/dryer
- Glass door tub enclosure
- HVAC-410a
- Keyless Entry Door System

**Select Lease Term**  
Choose the right lease term to meet your needs.  
Price shown is Base Rent. Residents are required to pay: one time application fee (\$50 per applicant), one time administration fee (\$200 per unit), monthly pest control fee (\$1.00 monthly) and a security deposit (\$500 due at time of application - refundable at time of move out). Utilities included in base rent: none. Utilities not included in base rent: gas, cable TV, internet, stormwater, common area electric, common area gas, trash, electric, water/sewer and other utility related fees (\$11.14 new account fee, \$5.35 per unit monthly utility admin fee, and \$5.56 final account fee).  
Complete list of all the potential fees you may encounter as a current or future resident.

SECURED WITH SSL

Desired Move-In Date  
**April 29, 2025 - Tuesday**

Lease terms	Price per month
14 months Lease	\$3,243.00*
13 months Lease	\$3,243.00*
12 months Lease	\$3,243.00*
11 months Lease	\$3,264.00*
10 months Lease	\$3,289.00*
9 months Lease	\$5,961.00*

\* price subject to change.

**Additional Services**  
This apartment has services that are added to your monthly total.

Pest Control Services \$1.00

Apartment #128  
Floor Level 1  
Bedrooms 2  
Bathrooms 2  
Square Feet 1,057  
Occupancy 5  
Security Deposit (Refundable) \$500.00

**Lease Terms**  
Term 12 months  
Move-In Apr 29, 2025  
Base Rent \$3,243.00

Virtual Tours Book a Tour (763) 314-3653 Find Your Home

**APT 128**  
2 Bed / 2 Bath  
1,057 sq. ft.  
\$3,249.35 /mo\*  
12 Months  
AVAILABLE NOW

Move-In Date  
4/25/25

Lease Term  
12 Months (\$3,243) Base Rent

**Total Monthly Leasing Price\*** \$3,249.35

Est. Application Cost \$250  
Est. Move-In Cost \$3,749.35

Calculate My Cost Apply

\*Total Monthly Leasing Price includes base rent, all monthly mandatory and any user-selected optional fees. Excludes variable, usage-based, and required charges due at or prior to move-in or at move-out. Carcorty Properties and its affiliates do not discriminate on the basis of race, gender, or ethnicity. Floor plans are artist's rendering. Dimensions are approximate. Actual product and specifications may vary in dimension or detail. Not all features are available in every rental home.

Online leasing rent amount



CS | Unit 128

Unit Details Pricing Details Unit Map

Select Lease Options

Applicant

Applicants

Application Fee (\$50 each)

\$50

Required Fees

Utilities & Services

Pest Control

\$1

Utility Admin Fee

\$6

Electric / Water / Trash Billed separately month - amount varies

Move-In Fees

Options

Parking

Garage

Monthly Charges

\$150 - \$200/mo

Pets

Dogs (2 Max)

Monthly Charges

Pet Rent - \$50/mo

Rent Special for this Property

Move-in Special

Up to one-month free! Contact our leasing office for details!

Monthly Charges

Required Fees

Rent

\$3,243

Utilities & Services

\$7

One-Time Charges

Required Fees

Move-In Fees

\$750

Due Monthly: \$3,250

Due One-Time:

Note: Based on community-supplied data and independent market research. Subject to change without notice. May exclude fees for mandatory or optional services and

Sign Up / Sign In

APT 128 C5 2 Bed 2 Bath 1,057 sq. ft.

Applicants

Applicants

\$50 at application

Lease Options

Move-in Date

4/25/25

Lease Term

12 Months (\$3,243 Base ...

Move-In Date and Lease Term affect your monthly cost.

Pets

Pets

\$200 at move-in | \$50/mo

Breed and other restrictions may apply. See Leasing Agent for details.

Parking

Parking

\$150/mo

Parking - Garage

\$150 - \$400/mo

Total Monthly Leasing Price\*

\$3,249.35

Est. Application Cost

\$250

Est. Move-In Cost

\$3,749.35

Apply

Total Monthly Leasing Price\*

\$3,249.35

Base Rent

\$3,243

Administrative

Renters Liability Insurance - Third Party

Varies

Services

Pest Control Services

\$1

Trash Services - Hauling

Varies

Utility - Billing Administrative Fee

\$5.35

Utility - Electric - Third Party

Usage-Based

Utility - Gas

Usage-Based

Utility - Sewer

Usage-Based

Utility - Stormwater/Drainage

Usage-Based

Utility - Water

Usage-Based

Est. Application Cost

\$250

Administrative

Administrative Fee

\$200

Application Fee

\$50

Apartments.com calculator



# Strategies to ensure consistency?

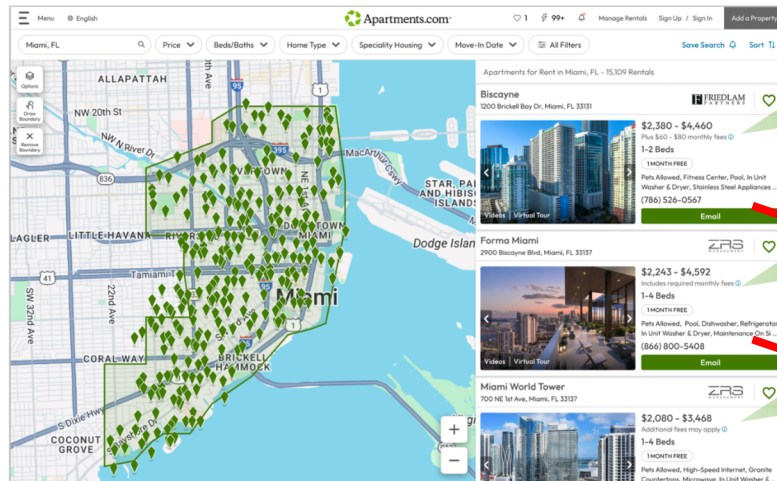


# User-Centric Design for Positive E-Commerce Experiences



# Set user price expectations

## Apartments.com will soon show required monthly fees on search results placards



**\$2,380 - \$4,460**

Plus \$60 - \$80 monthly fees ⓘ

**\$2,243 - \$4,592**

Includes required monthly fees ⓘ

**\$2,080 - \$3,468**

Additional fees may apply ⓘ

Apartments.com market listings



# Set user price expectations

The screenshot shows the Apartments.com website interface. A map of Miami is visible, with a red arrow pointing to a green diamond marker in the Biscayne area. A pop-up window titled 'Biscayne' is displayed, showing a table of 'Required Fees'.

Required Fees	
The fees below are based on community-supplied data and may exclude additional fees and utilities.	
Monthly Utilities & Services	
Amenity Fee	\$10
Community Fee	\$10
High Speed Internet Access	\$30-50
Laundry Room	\$5
Maintenance Fee	\$5
<b>Total Monthly Fees</b>	<b>\$60-\$80</b>
One-Time Basics	
<a href="#">View All Fees</a>	

Apartments.com market listings








# Unit level search & disclaimers

Available Apts Floor Plans Bedrooms Price\* Sq Ft Floorplan Move-In Date

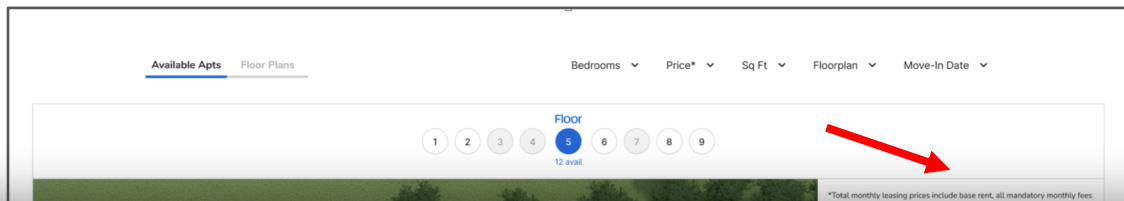
Floor  
1 2 3 4 5 6 7 8 9  
12 avail

SE 136th Street

\*Total monthly leasing prices include base rent, all mandatory monthly fees and any user-selected optional fees. Excludes variable or usage-based fees and required charges due at or prior to move-in or at move-out.

 Airtberg	<b>#A103</b> Available Now 1 Bd 1 Bth 895 sq. ft. \$1,940 - \$2,055 / mo* 14 Months (\$1,650 Base Rent)
 Airtberg	<b>#A104</b> Avail March 15 1 Bd 1 Bth 896 sq. ft. \$1,940 - \$2,055 / mo* 14 Months (\$1,650 Base Rent)
 Airtberg	<b>#K108</b> Avail March 1 1 Bd 1 Bth 896 sq. ft. \$1,940 - \$2,055 / mo* 14 Months (\$1,650 Base Rent)
 Airtberg	<b>#K109</b> Available Now 1 Bd 1 Bth 896 sq. ft. \$1,940 - \$2,055 / mo* 14 Months (\$1,650 Base Rent)
 Airtberg	<b>#H102</b> Avail March 31 1 Bd 1 Bth 896 sq. ft. \$1,940 - \$2,055 / mo* 14 Months (\$1,650 Base Rent)

# Unit level search & disclaimers




\*Total monthly leasing prices include base rent, all mandatory monthly fees and any user-selected optional fees. Excludes variable or usage-based fees and required charges due at or prior to move-in or at move-out.



# Fee disclosure & disclaimers

#AIO3 Available Now  
1 Bedroom 1 Bath 895 Sq. Ft. \$1,940 - \$2,055 / mo\*  
Arndeg Floorplan Bldg West Floor 1 14 Months

PDF 2D 3D Virtual Tour



Garage Floor 2 Floor 3

5/1/25 14 months (\$1,650 Base ...)

<b>Total Monthly Leasing Price*</b>	<b>\$1,940 - \$2,055</b>
Est. Application Cost ⓘ	\$50
Est. Move-In Cost ⓘ	\$2,440 - \$2,555
Est. Move-Out Cost ⓘ	\$15

[Calculate My Costs](#) [Apply Now](#)

\*Total Monthly Leasing Price includes base rent, all monthly mandatory and any user-selected optional fees. Excludes variable, usage-based, and required charges due at or prior to move-in or at move-out. Security Deposit may change based on screening results, but total will not exceed legal maximums. Some items may be based under applicable law. Some fees may not apply to rental homes subject to an affordable program. All fees are subject to application under lease terms. Prices and availability subject to change. Resident is responsible for damages beyond ordinary wear and tear. Resident may need to maintain insurance and to activate and maintain utility services, including but not limited to electricity, water, gas, and internet, per the lease. Additional fees may apply as detailed in the application and/or lease agreement, which can be requested prior to applying.

Floorplans are artist's rendering. All dimensions are approximate. Actual product and specifications may vary in dimension or detail. Not all features are available in every apartment. Prices and availability are subject to change. Please see a representative for details.

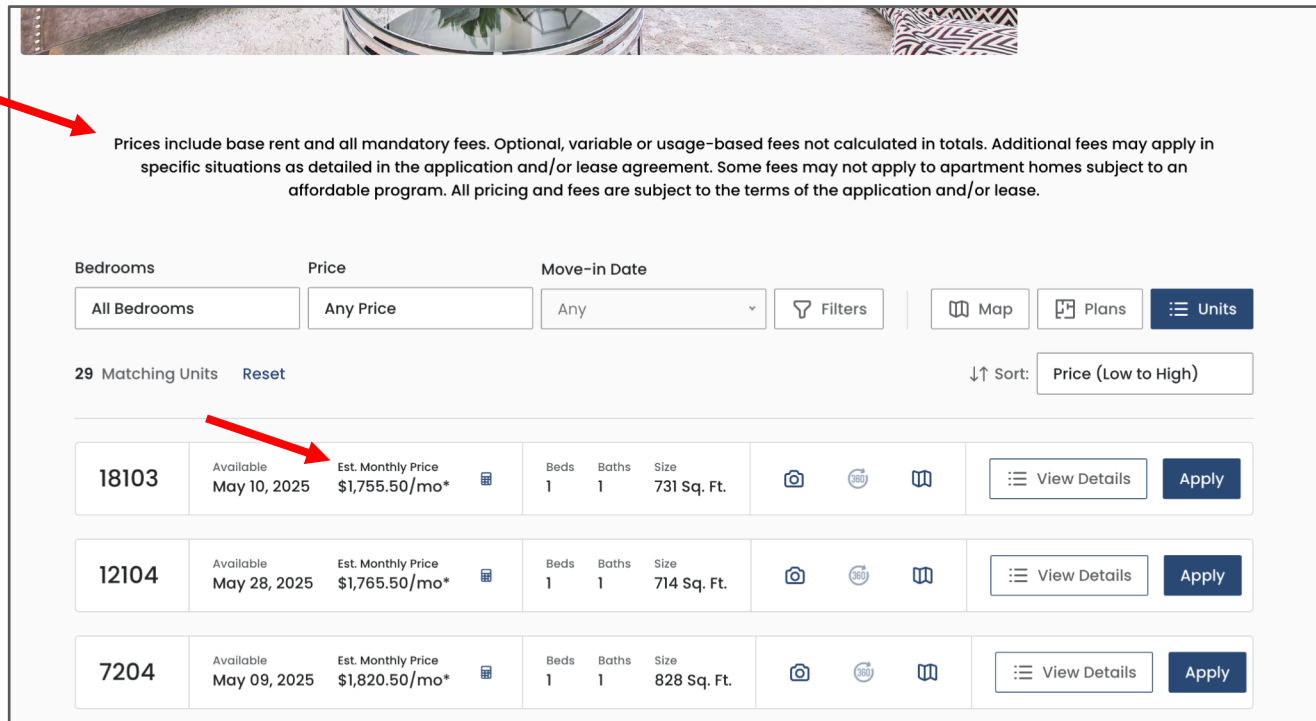
5/1/25 14 months (\$1,650 Base ...)

<b>Total Monthly Leasing Price*</b>	<b>\$1,940 - \$2,055</b>
Est. Application Cost ⓘ	\$50
Est. Move-In Cost ⓘ	\$2,440 - \$2,555
Est. Move-Out Cost ⓘ	\$15

[Calculate My Costs](#) [Apply Now](#)



# Set user price expectations



Prices include base rent and all mandatory fees. Optional, variable or usage-based fees not calculated in totals. Additional fees may apply in specific situations as detailed in the application and/or lease agreement. Some fees may not apply to apartment homes subject to an affordable program. All pricing and fees are subject to the terms of the application and/or lease.

Bedrooms: All Bedrooms | Price: Any Price | Move-in Date: Any | Filters | Map | Plans | Units

29 Matching Units [Reset](#) | Sort: Price (Low to High)

Unit ID	Available	Est. Monthly Price	Beds	Baths	Size	Actions
18103	May 10, 2025	\$1,755.50/mo*	1	1	731 Sq. Ft.	<a href="#">View Details</a> <a href="#">Apply</a>
12104	May 28, 2025	\$1,765.50/mo*	1	1	714 Sq. Ft.	<a href="#">View Details</a> <a href="#">Apply</a>
7204	May 09, 2025	\$1,820.50/mo*	1	1	828 Sq. Ft.	<a href="#">View Details</a> <a href="#">Apply</a>

# Calculators are complicated

**Required Fees**

- Utilities & Services ✓
- Move-In Fees ✓

**Options**

**Pets** (1 selected)

**Monthly Charges**

- Pet Rent - \$50/mo

**One-Time Fees**

- Pet Deposit - \$250 (\$250 Refundable)
- Pet Fee - \$250

**Restrictions**

- Restricted Breeds: Pit Bull, Terriers/Staffordshire Terriers, Presa...

**Monthly Charges Table**

Category	Amount
Required Fees	
Rent	\$1,593
Utilities & Services	\$314
Options	
Pets	\$85

**One-Time Charges Table**

Category	Amount
Required Fees	
Move-In Fees	\$300
Options	
Pets	\$1,000 (\$500 Refundable)

**Summary**

- Due Monthly: \$1,992
- Due One-Time: \$1,300

Note: Based on community-supplied data and independent market research. Subject to change without notice. May exclude fees for mandatory or optional services and usage-based utilities.

Apartments.com rent calculator

**Close**

**UNIT 18103** A3-L 1 Bed 1 Bath 731 sq. ft.

**Applicants**

Applicants: 1

Applicants: \$220 at application

**Lease Options**

Move-in Date: 5/10/25

Lease Term: 15 Months (\$...)

Move-in Date and Lease Term affect your monthly cost.

**Pets**

Cats: 0

Dogs: 0

Breed and other restrictions may apply. See Leasing Agent for details.

**Parking**

Parking: \$50/mo

Motorcycle Parking: 0

**Est. Monthly Cost: \$1,755.50**

Category	Amount
Est. Application Cost	\$220
Est. Move-In Cost	\$3,746.50
Est. Move-Out Cost	\$250

**Apply Now**

**Est. Monthly Cost: \$1,755.50**

Category	Amount
Base Rent	\$1,641
Services	
Electricity	Varies
Gas/ Heat	\$40
Internet/ Wifi	\$50
Pest Control	\$20
Valet Trash	\$4.50
Water	Varies

**Est. Application Cost: \$220**



Category	Amount
Applicant Screening	\$100 per lease
Application Fee	\$120 per lease

**Est. Move-In Cost: \$3,746.50**

Category	Amount
Est. Monthly Cost	\$1,755.50

Engrain rent calculator

# Mind the online leasing gap



**You're about to exit the website –  
pricing and configurations may change.**

Pricing you see may differ from what you've  
been experiencing and any selections or  
customizations may need to be re-entered.

[Back](#) [Accept & Continue](#)



# A Roadmap



# Multifamily should expect short-term resistance, but long-term growth in trust, competition and efficiency.

## PHASE 1



### Sticker Shock & Pushback

Renters may perceive pricing as higher, and owners resistant to change may delay compliance and adoption.

## PHASE 2



### Market Adjustment

Competitors begin marketing “all-in” pricing as a selling point, leading to a shift in consumer expectations.

## PHASE 3



### Market Efficiency

Rents and fees stabilize as consumers demand simplicity and transparency, leading to a focus on service and value.

What's your disclosure strategy?

Organize and normalize your fees

Update your ILS listing strategy

Collaborate with your website provider

# Organize and normalize your fees

## Engrain Expense Library

Outlines and defines all of the available expense Types available, as well as their corresponding Groups and Categories. Type is used to create a universal classification and taxonomic system that allows for complete and accurate industry-wide formats and classifications for identifying, describing, transmitting and receiving related expense data between rental housing providers, system suppliers, and internet listing partners. This list of types, categories and groups will grow as the library and model are stress tested and the library needs to accommodate additional expense types/line items.

Type	Category	Group	Definition
	Administrative		Costs related to general operation and management of a community.
	Administrative	Access	Costs related to accessing the community by key, card, fob, etc.
Access Device	Administrative	Access	Costs for providing a tenant's access key.
Access Device Replacement	Administrative	Access	Costs for replacing a tenant's access key.
Access - Other	Administrative	Access	Any costs related to access not covered by other cost types.
Lock Change	Administrative	Access	Costs for changing the locks and issuing a new set of keys, often due to security requests or lost keys.
	Administrative	Contracting	Costs related to the facilitation and management of a lease.
Admin	Administrative	Contracting	General administrative costs for managing leases, communications, etc.
Application	Administrative	Contracting	Any costs related to the management and facilitation of an application.
Contracting - Other	Administrative	Contracting	Any costs related to contracting not covered by other cost types.
Deposit	Administrative	Contracting	Initial payment required to secure a rental unit.
Government	Administrative	Contracting	Cost mandated by state or local governments that must be included in a lease agreement.
Holding	Administrative	Contracting	Cost to reserve a rental unit, temporarily taking it off the market.
Move-In	Administrative	Contracting	Costs for when a tenant moves into a unit, such as setup or admin costs.
Move-Out	Administrative	Contracting	Costs for when a tenant moves out of a unit, such as cleaning, repairs or processing.
Screening	Administrative	Contracting	Costs associated with any tenant screening processes or checks.
Subletting	Administrative	Contracting	Costs allowing a tenant to sublet their rental unit to another party.
Transfer	Administrative	Contracting	Costs for transferring a lease or agreement from one tenant to another.
	Administrative	Insurance	Costs related to insurance policies or requirements of the community or tenant.

Expense data will be available through a unique endpoint of the SightMap REST API.

Key	Data Type	Data Value	Required
Core Content			
Type	Enumerated	Access Device	Yes
Group	Enumerated	Access	Yes
Category	Enumerated	Administrative	Yes
Label	String		No
Tooltip	String		No
Value Type	Enumerated	Number	Yes
Value - Number	Number		Yes (If Value)
Value - Percentage	Number		Yes (If Value)
Value - Range Min	Number		Yes (If Value)
Value - Range Max	Number		Yes (If Value)
Value - Text	String		Yes (If Value)





# Organize and normalize your fees

## Apartments.com shows renters all fees!

### Utilities & Essentials

- Additional Resident Access Keys/Cards/Locks/Remotes
- Fee
- Alarm Services
- Amenity Fee
- Cable
- Cleaning Fee
- Common Area Amenity
- Community Fee
- Concierge Service
- Convenience Fee
- High Speed Internet Access
- Hydro
- Landscape
- Laundry Room
- Liability Insurance
- Maintenance Fee
- Meal Service
- Package Delivery
- Package Lockers
- Package Valet
- Pest Control
- Recycling Fee
- Renter's Insurance
- Resident Access Keys/Cards/Locks/Remotes Fee
- Resident Utility Fee
- SMART - Location
- Smart Home Services
- Special Assessments
- Technology Fee
- Trash Admin Fee
- Utility - Boiler Management
- Utility - Drainage
- Utility - Electric
- Utility - Gas
- Utility - Porter Service
- Utility - Sewer
- Utility - Storm water
- Utility - Variable Refrigerant Flow
- Utility - Waste Water
- Utility - Water

### Move-In Fees

- Administrative Fee
- Application Fee Per Applicant
- Broker Fee
- Government Fee
- Lease Preparation
- Move-In Fee
- Reservation/Holding Fee
- Security Deposit - Non-Refundable
- Security Deposit - Refundable

### Personal Add-Ons

- Additional Occupant Fee
- Additional Resident Access Keys/Cards/Locks/Remotes Fee
- Amenity/Clubhouse Rental
- Car Services
- Cleaning Fee
- Common Area Amenity
- Furniture Rental
- Meal Service
- Package Delivery
- Package Valet
- Rental Home Upgrade
- Reservation/Holding Fee
- Room Rental
- Smart Home Services
- Vehicle Registration
- Washer/Dryer Rental

### Situational/Violations

- Late Fee
- Legal Fee
- Payment Fees
- Pet/Animal - Lease Violation
- Repair
- Reservation/Holding Fee
- Smart Home Services
- Surcharge
- Transfer & Sublet

### Parking

- Carport
- Compact Car
- Covered
- Electric Vehicle Charging
- Garage
- Garage - Attached
- Garage - Detached
- Guest Parking
- Handicap
- Motorcycle
- Other
- Oversized
- Parking
- Reserved Parking
- Street
- Surface Lot
- Tandem
- Valet
- Assigned
- Comments
- Max Fee
- Min Fee
- No Parking Allowed
- Parking Type
- Spaces

### Storage

- Bike Rack
- Bike Storage
- Storage - Large
- Storage - Medium
- Storage - Small
- Storage - X-Large
- Storage - X-Large Plus
- Storage Locker
- Storage Unit
- Wine Storage
- Comments
- Deposit
- Monthly Fee

### Pets

- Pet Type
- Comments
- Interview Required
- Max Allowed
- Monthly Fee
- Must be Declawed
- Must be Spayed/Neutered
- No Pets Allowed
- One-Time Fee
- Pet Deposit
- Pets Negotiable
- Restrictions
- Weight Limit
- Pet Amenity Services
- Pet Fee - Additional Pet
- Pet Management - Third Party

130+  
Fees



# Organize and normalize your fees

<b>Electricity</b> ⚡	<b>Application Fee</b> 📄
Category Mandatory	Category Mandatory
Frequency Monthly	Frequency One-Time
Value Usage-based	Value \$150
Refundable? No	Refundable? No
Family Utilities	Family Contracting
<b>Security Deposit</b> 🏠	<b>Pet Rent</b> 🐾
Category Mandatory	Category Optional
Frequency One-Time	Frequency Monthly
Value \$500	Value \$25
Refundable? Yes	Refundable? No
Family Contracting	Family Pets

# Clarity is confidence

## RENTER INSIGHTS

**We asked participants what pricing details they would ideally see upfront and they said...**

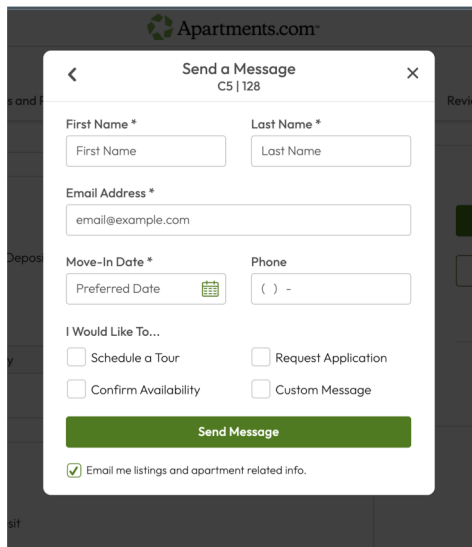
- 1 Rent Amount**  
Renters expect the rent amount to be clearly stated upfront, as it is a key factor in their decision-making.
- 2 Security Deposit & Move-In Fees**  
Security deposits and move-in fees should be clearly outlined to avoid unexpected financial burdens.
- 3 Utilities & Extra Costs**  
Renters want a baseline estimate for utilities and other additional costs, even if exact figures are difficult to provide.
- 3 Additional Fees**  
Renters expect transparency on HOA fees, pet fees, and other miscellaneous charges, all consolidated in one place to aid budgeting.



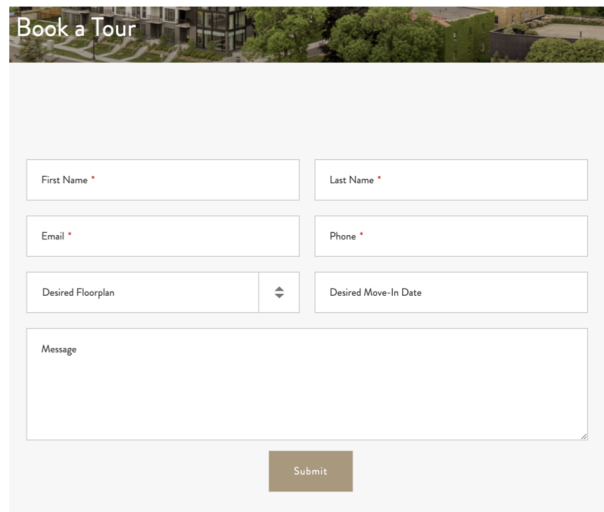
**NO ONE WANTS TO BE A LEAD**



# How will we measure performance?

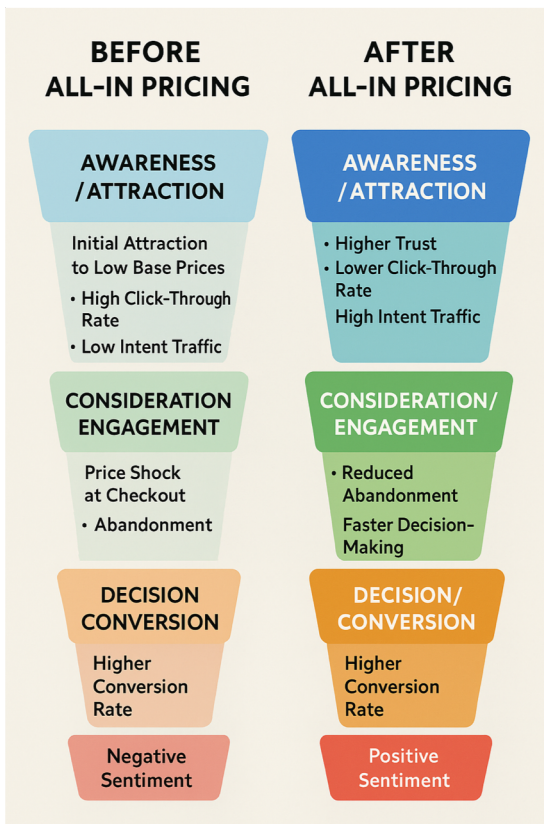


A screenshot of the 'Send a Message' form on the Apartments.com website. The form is titled 'Send a Message' with a sub-header 'C5 | 128'. It includes fields for 'First Name \*', 'Last Name \*', 'Email Address \*' (with the example 'email@example.com'), 'Move-In Date \*' (with a 'Preferred Date' and a calendar icon), and 'Phone' (with a '( ) -' format). Below these fields are four checkboxes under the heading 'I Would Like To...': 'Schedule a Tour', 'Request Application', 'Confirm Availability', and 'Custom Message'. A green 'Send Message' button is at the bottom. At the very bottom, there is a checked checkbox for 'Email me listings and apartment related info.'.



A screenshot of the 'Book a Tour' form. The form has a header image of a modern building. It includes fields for 'First Name \*', 'Last Name \*', 'Email \*', 'Phone \*', 'Desired Floorplan' (with a dropdown arrow), and 'Desired Move-In Date'. Below these fields is a large text area labeled 'Message'. A brown 'Submit' button is at the bottom right.

# Is this the end of lead nurturing?



Questions?





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Bozzuto



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