

SMART CITY LOCATING BRINGS FREE APARTMENT LOCATING SERVICES TO NASHVILLE

As remote workers from all walks migrate to Nashville, Smart City's customized "DREAM" process is helping renters find apartments they love – for free.

NASHVILLE - Jan. 12, 2021 – [Smart City Locating](#), the company behind the free, completely comprehensive apartment locating service that has already taken cities including Austin, Dallas, Fort Worth, Houston, San Antonio, Denver and Atlanta by storm, launched in Nashville today. The woman-led brand, known for disrupting the way we think about renting, lands in the Music City at a time where more people than ever are considering a move to Nashville.

"Finding an apartment you love in a brand-new city during a pandemic is as overwhelming as it gets, especially as we require an increasing amount of function from our homes compared to just a year ago," said Smart City Locating Founder and CEO Cassie Brown. "Our personalized apartment locating service helps renters find a place that suits all their needs – with a real human being guiding them through their entire journey."

Smart City's arrival in Nashville is a sign of just how quickly the city's rental market is heating up, with more newcomers than ever moving to the area. The company's fast-growing team of knowledgeable agents will serve many more clients than Nashville's smaller apartment locator services, a huge advantage as available apartment volume inevitably shrinks amid the population boom.

"Our size means we have the resources to focus on clients, not apartment volume," said Brown. "Because our services are completely free, they help open up the best parts of Nashville to all, not just those who can afford an agent."

Whether renters are looking for a swanky one-bedroom in the heart of Midtown, a place for the whole family (including the dog!) in the suburbs or something in between, Smart City's "DREAM" process, is, well, a dream:

- **Discovery:** Asking the right questions to find out what 'home' means to each client we serve.
- **Real Market Knowledge:** Smart City clients spend less time combing through pages of apartment listings and more time getting the insights that matter.
- **Explore Options:** Our partner properties are as plentiful, diverse and unique as the clients we serve.
- **Active Touring:** Seeing is believing. Clients get the chance to immerse themselves in a space before deciding if it works for them.
- **Move:** Once Smart City places a client, or concierge services help handle the details, including setting up utilities, renters' insurance, and sometimes even movers. If Smart City doesn't get it right the first time, we "move" clients back through the DREAM process until they find an apartment that they will love to call home.

To get started finding an amazing place to live in Nashville (or kick-start an amazing career), visit [SmartCityLocating.com](#).

About Smart City Locating

Founded in Texas in 2013, [Smart City Apartment Locating](#) provides free, comprehensive apartment locating services to apartment renters in Dallas-Fort Worth, Austin, Houston, San Antonio, Denver, Atlanta and Nashville -- with more market launches planned in 2021 and beyond. We provide clients with a list of highly-personalized apartment options in their city, and

partner with a wide-range of properties to offer exclusive deals on rent prices. Our unique, client-centric approach has allowed us to serve 50,000 renters and counting. Along the way, we've earned spots on Inc. Magazine's 2020 and 2019 list of America's Fastest-Growing Private Companies, and are three-time honorees on Dallas Business Journal's Best Places to Work. Follow us on our mission to become the most trusted, referred, and utilized apartment locating service in the United States: [@smartcityapts](#).

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