



SMART CITY LOCATING ARRIVES IN ORLANDO TO SHAKE UP WHAT YOU KNOW ABOUT FINDING AN APARTMENT YOU LOVE

The Multi-Housing Broker Brings Free Apartment Locating Services to Central Florida

ORLANDO, Fla., Feb. 2, 2021 -- [Smart City Locating](#), the fast-growing startup behind the comprehensive apartment locating service that has taken Austin, Dallas-Fort Worth, Houston, San Antonio, Denver, Atlanta, and Nashville by storm, launched in Orlando today. The woman-owned brand, known for its radical commitment to its customers and truly free, zero-catch, end-to-end services, lands in the city at a time when house prices are on the rise and rent is on the decline.

“Falling rent prices across the city present a unique opportunity for housing mobility that isn’t usually available in Orlando,” says Smart City Locating Founder and CEO Cassie Brown. “The market is ripe with deals, and we’re coming to help renters take advantage of it while helping properties fill their vacancies. It’s a rare pandemic win-win.”

Smart City’s arrival is also a win for Orlando’s job seekers. The city’s tourism-based economy faced mass layoffs during the pandemic. Smart City has hired 180 locators and counting since the pandemic began, offering a non-traditional entry into real estate that can change lives.

“I founded Smart City because I was tired of being broke and feeling like I had to be someone I’m not at work,” said Brown, who has created one of the most LGBTQIA-friendly workplaces in real estate. “We’re changing real estate from the inside out by shaping our entire customer and employee experience around that purpose.”

With that purpose in mind, Smart City has perfected their fully customizable “DREAM” apartment locating process, which has connected 57,000 renters and counting with their ideal space. Whether Orlando renters are looking for a swanky one-bedroom in Thornton Park, a place for the whole family (including the dog!) in the suburbs, or something in between, Smart City can find them the apartment of their dreams:

- **Discovery:** The only way to find out what ‘home’ truly means to each client is by asking the right questions.
- **Real Market Knowledge:** Smart City clients spend less time combing through pages of apartment listings and more time getting the insights that matter to them, specifically.
- **Explore Options:** Smart City’s partner properties are as plentiful, diverse, and unique as the clients they serve.
- **Active Touring:** Seeing is believing – Smart City clients get the chance to immerse themselves in a space virtually or in person before deciding if it works for them.
- **Move:** Once Smart City places a client, the brand’s concierge services help handle the details, including setting up utilities, renters’ insurance, and sometimes even

sourcing movers. If Smart City doesn't get it right the first time, they "move" clients back through the DREAM process until finding an apartment that the clients will love to call home.

To get started finding an amazing place to live in Orlando (or kick-start an amazing career in real estate) visit [SmartCityLocating.com](https://www.smartcitylocating.com).

About Smart City Locating

Founded in Texas in 2013, [Smart City Apartment Locating](https://www.smartcityapartmentlocating.com) provides free, comprehensive apartment locating services to apartment renters in Dallas-Fort Worth, Austin, Houston, San Antonio, Denver, Atlanta, Nashville, and Orlando – 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 57,000 renters and counting. Along the way, we've earned spots on Inc. Magazine's 2019 and 2020 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](https://twitter.com/smartcityapts).

###

MEDIA CONTACT:

Marianne Ortiz, TruePoint Communications

Marianne@truepointagency.com

972-388-5524