



SMART CITY LOCATING LAUNCHES FREE APARTMENT LOCATING SERVICES IN CHICAGO

The apartment locator is bringing their “DREAM” process to the Windy City’s renter friendly market

CHICAGO, March 30, 2021 -- [Smart City Locating](#), the fast-growing company behind the free, completely comprehensive apartment locating service that has already taken cities including Austin, Dallas, Fort Worth, Houston, San Antonio, Denver, Atlanta, Miami and Orlando by storm, launched in Chicago today. The woman-led brand, known for disrupting the way we think about renting, lands in the Windy City at a time when home sales are at an all-time high and rent is at a record low.

“With rent 12% lower than a year ago, it makes no sense to buy a home right now,” said Cassie Brown, Founder and CEO of Smart City Locating. “But in a rental market as complex as Chicago’s, people still view home buying as the easier option. We’re here to change that by streamlining the process for both renters and properties.”

The apartment locating service, which has partnerships with properties around the city, offers its clients lower rental rates that are otherwise hard to come by. Rather than charge clients for their locating services, Smart City’s partner properties foot the bill as a marketing expense. In exchange, the properties get more foot traffic in their leasing offices through Smart City clients and, therefore, more potential renters.

“Just like a real estate agent sends clients potential homes tailored to their budget and must-haves, Smart City’s apartment locators do the same,” said Smart City’s Chicago Market Leader Jon Grant. “With rent so low right now, that’s the kind of hands-on service Chicago’s multifamily properties looking for an edge on the competition need – and it’s what all renters deserve.”

Smart City has perfected their fully customizable “DREAM” apartment locating process, which has found 60,000 renters and counting their ideal space. Whether Chicago renters are looking for a hip loft in Bucktown, a place for the whole family (including the dog!) in the suburbs or something in between, Smart City’s process turns the complexities of apartment hunting into a no-brainer:

- **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 Chicago, or kick-start an amazing career in real estate) visit SmartCityLocating.com.

About Smart City Locating

Founded in Texas in 2013, [Smart City Apartment Locating](http://SmartCityApartmentLocating.com) provides free, comprehensive apartment locating services to apartment renters in Dallas-Fort Worth, Austin, Houston, San Antonio, Denver, Atlanta, Nashville, Orlando, Miami and Chicago -- 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 60,000 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](https://twitter.com/smartcityapts).

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