

Apartments.com - Promo: "There has to Be a Better Way to Rent"

Video Script - 30 second spot. Customer State: Need Aware/Problem Aware

Visuals

Fast cuts of a renter refreshing listings on a laptop and phone. Tabs everywhere. Tense expression.

Close-up of application fee screens, "Apply Now" buttons, and unanswered messages.

Quick cuts of blurry listing photos, a clock ticking, inbox silence, and a renter rubbing their forehead.

Screen flashes: "Fee Required," "Unit Unavailable," "No Response."

Music shifts. Visuals brighten. Renter pauses and looks up.

Clean Apartments.com interface appears. Smooth search experience. Filters, map, property cards.

Show detailed listing pages with photos, neighborhood info, and virtual tours.

Happy renter walking into a bright apartment, smiling. Tight shot setting keys down on kitchen counter.

End card with Apartments.com logo.

Voice Over

There has to be a better way to rent.

If apartment hunting has left you stressed, burned out, and wondering who you can actually trust... you're not alone.

Too many listings. Too much pressure. Too many dead ends.

And one wrong move can cost you time, money, and peace of mind.

So how do renters cut through the chaos and actually find a place that feels right?

Start with Apartments.com.

With millions of listings, powerful filters, detailed photos, and virtual tours, Apartments.com helps you search smarter and move forward with confidence.

Skip the stress. Find a place you'll love.

Apartments.com. The place to find YOUR place.