

Apartments - Vid 60 Spot: "There Has to Be a Better Way to Rent"

Video Script - 60 second spot.

Customer State: Need Aware/Problem Aware

Visuals	Voice Over
Renter refreshing listings on laptop and phone, overwhelmed, too many tabs open	There has to be a better way to rent.
Quick cuts of forms, uploads, credit prompts, blurry listing photos	Because right now, apartment hunting can feel less like finding a home... and more like an interrogation.
Document upload screens, bank statement request, renter hesitating	They want your entire life history. Your bank statements. Your pay stubs. Your personal information. And after all that, you might never hear back.
Application fee screens showing \$40, \$50, multiple applicants	You pay forty, fifty dollars per person just to apply... with no control, no clarity, and no guarantee anyone will approve you.
"Apply now," "unit unavailable," "fee before tour?" messages	You're pressured to apply immediately, sometimes before you even see the actual unit. Wait too long, and it's gone. Move too fast, and you wonder... is this a scam?
Fake listing cues, cash app request, ghosted inbox, anxious scrolling	Fake listings. Pre-tour fees. Ghosting. Too-good-to-be-true posts. In a market this competitive, renters are stuck watching listings like a hawk, hoping timing beats luck.
Music lifts. Clean, polished Apartments.com interface appears	But finding your next place shouldn't be exhausting, risky, or mysterious.
Apartments.com search filters, map view, photos, videos, virtual tours	That's why renters start with Apartments.com.
User narrows by budget, neighborhood, amenities, pet policy	With millions of listings, powerful filters, detailed photos, videos, and virtual tours, Apartments.com helps you cut through the chaos and search smarter.

Calm comparison experience,
confident browsing

**So instead of chasing dead ends, paying for nothing,
and handing your information to strangers you don't
trust...**

Happy move-in moment, keys in
hand, relaxed expression

**Skip the chaos. Search smarter. Find a place you'll
love.**

End card with logo

Apartments.com. The place to find YOUR place.