



LeaseLeads

TrueRent

Introducing TrueRent, for Transparent Apartment Pricing

Clear, transparent apartment website pricing for your prospects.

4-302 | The Cascade Available May 23
1 Bedroom • 1 Bathroom • 608 sqft • Building 1 • Floor 4

\$1,725.78 - \$1,730 /month*
6 months (\$1,705 base rent) LEASE NOW

Lease Options: Please select your preferred move-in date and lease term. PRICE: 6 Months (\$1,705 Base Rent). MOVE IN DATE: 12/08/2025

MONTHLY RECURRING COSTS	
Total Monthly Price*	\$1,770.78 - \$1,730
Base Rent	\$1,705
Pet Rent	
Weight & Breed Restrictions Apply	\$50
Insurance	
Renters Liability Insurance - Third Party	Varies
Utilities	
Trash Services - Hauling	\$15
Utility - Billing Administrative Fee	\$5.78 - \$10
Utility - Electric	Usage-Based (Utilities)
Utility - Gas	Usage-Based (Utilities)
Utility - Water/Sewer	Usage-Based (Utilities)

ONE-TIME COSTS	
Est. Application Cost	\$50
Application Cost	\$50
Est. Move-In Cost	\$2,258.78 - \$2,266
Total Monthly Leasing Price*	\$1,741.78 - \$1,746
Prorated Amount (Move-In: 12/18/2025)	
Contracting	
Security Deposit (Refundable)	\$500
Utilities	
Utility - New Account Fee	\$17 - \$20
Est. Move-Out Cost	\$17 - \$20
Utilities	
Utility - Final Bill Fee	\$17 - \$20

ADD ONS

Pets
Pets \$50/month
Weight and breed restriction apply.

Parking
1 Parking spot \$89/month

Storage
Universal Storage \$50/month

ADD ONS

Application
Applicants \$50 at application

Contracting
Lease Buy Out \$2,386 per occurrence

Total Monthly Leasing Price reflects base rent plus all required monthly fees and any optional services selected by the resident. It does not include variable or usage-based charges, nor any fees required at or before move-in or at move-out. Security deposit amounts may vary based on screening outcomes but will not exceed applicable legal limits. Certain charges may be subject to tax under local or state law. Fees may differ for homes participating in affordable housing programs. All charges are governed by the application and lease terms. Pricing and availability are subject to change without notice. Residents are responsible for damages beyond normal wear and tear and may be required to obtain renters insurance and to establish and maintain utility services, including but not limited to electricity, water, gas, and internet, as outlined in the lease. Additional fees may apply and are detailed in the application and/or lease agreement, which is available upon request prior to applying.

Give Renters Full Transparency in a Seamless Shopping Experience

TrueRent helps simplify the leasing experience by presenting a calculated all-in monthly price that reflects mandatory fees, while keeping base rent transparently sourced from your PMS. A built-in calculator ensures consistent fee application, and PMS-agnostic design makes the feature easy to deploy across any portfolio.

\$1,725.78 - \$1,730 /month*
6 months (\$1,705 base rent) LEASE NOW

MOVE IN DATE: 12/08/2025
PRICE: 6 Months (\$1,705 Base Rent)

Total Monthly Leasing Price*	\$1,730
Est. Application Costs	\$300
Est. Move-in Costs	\$1,592.50
Est. Move-out Costs	\$15

Unit Amenities
First Floor, Corner Unit, Standard Desk with Drawers, Walk-In Showers

LEASE NOW

CALCULATE MY RENT

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The Features You Need for the Transparency Renters Deserve

All-In Price Display

Highlights the total rental price, inclusive of all mandatory fees.

Base Price Transparency

Continues to show base rent pulled directly from your PMS.

Built-In Fee Calculator

Automatically calculates required recurring and one-time fees without manual setup.

PMS-Agnostic Compatibility

Works alongside existing property management systems and integrated fees.

Better Renter Experience

Clear, upfront pricing & an intuitive apartment shopping experience for prospects.



TrueRent

Frequently Asked Questions

Where is the pricing and fee data coming from?

TrueRent pulls pricing and fee data directly from your property management system (PMS) whenever possible. This helps ensure base rent and required fees stay accurate and in sync with what your team is already managing. In cases where something isn't available via PMS, we'll work with you to fill in the gaps with our custom fees.

How do you get my fees into TrueRent?

We have a few flexible options, depending on how your data is set up:

- Fees can be pulled directly from your PMS (in most cases)
- Fees can be entered or adjusted directly in the LeaseLeads dashboard
- Fees can be shared via a spreadsheet, which we'll share with you upon request
- Or you can use a combination of the options above

We'll help determine the best approach based on your setup and goals.

What happens if a fee exists in the PMS but is updated in the LeaseLeads dashboard?

If a fee already exists via API and has a value set, TrueRent will use that value by default. However, if the fee is manually updated in the LeaseLeads dashboard, TrueRent will use the manually updated value moving forward. This gives your team flexibility when adjustments are needed without waiting on PMS changes.

Does TrueRent replace standard Fee Transparency?

TrueRent goes beyond standard fee transparency. Instead of simply listing fees, it shows renters a calculated total monthly leasing price, combining base rent, required fees, and optional add-ons in a clear, structured way. It's designed to reduce confusion and set expectations earlier in the leasing journey.

What will renters see on the website?

Renters see:

- Their Total Monthly Leasing Price that includes required fees
- Base rent clearly displayed
- Lease term information when available
- A detailed breakdown of recurring and one-time costs
- An optional "Calculate My Rent" experience to customize pricing with add-ons like parking or pets

Does this impact how pricing is shown in my PMS or leasing workflow?

No. TrueRent affects how pricing is presented on your website, not how pricing functions inside your PMS. Your internal workflows remain unchanged.

What does TrueRent cost?

TrueRent is included with your LeaseLeads subscription at no additional cost.

TrueRent is applied within the products you're currently using. That means the exact features and placements depend on which LeaseLeads solutions are part of your setup. For example, if you're using our Virtual Leasing Assistant (VLA), TrueRent will be available within that experience. If you're using our Leasing Engine, TrueRent can be applied to floor plan and pricing pages there as well.

No add-on fees – just clearer pricing within the tools you already have.