

Rate Card

Design Frameworks

The lowdown on how we approach website design.

Branding–Level Design

Branding–level design is like the interior design of your website — it sets the tone, style, and personality of your property’s online presence. With our Launch product, the Resi team will tailor the site’s visual elements to reflect your brand, including logo application, color palette, typography, borders, backgrounds, and graphic accents. It’s a refined, cohesive brand experience, thoughtfully applied within the framework of your selected theme.

Layout–Level Design

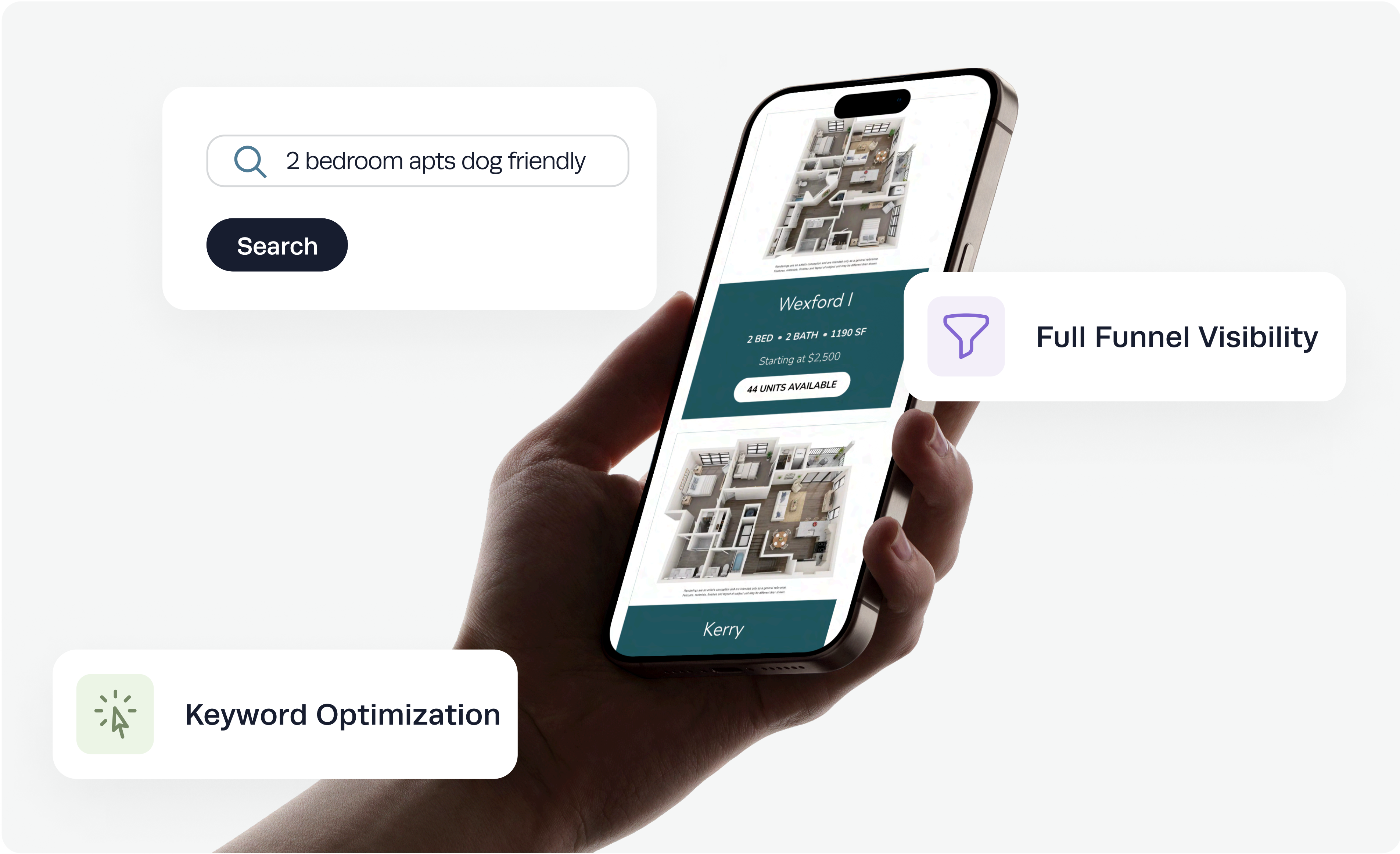
Layout–level design includes all the elements of branding–level design but adds a deeper layer of strategic planning. Think of it as bringing in the architect — our team reimagines the structure of your site, tailoring section layouts across pages to align with your brand, property type, and renter journey. We adjust content flow, prioritize key interactions, and design with usability and conversion in mind, ensuring your website functions as beautifully as it looks.

Element–Level Design

Element–level design includes everything at the layout level, but brings in the engineer. Our team custom–builds each visual and functional element — buttons, hover states, animations, media displays, and content modules — to align with your brand standards and leasing strategy. Every interaction is thoughtfully designed to enhance usability, support conversion, and reflect a polished, high–performing user experience.

Concierge Design Services

Available at certain levels of design, use your bank of hours to go beyond great support and keep your website evolving over time. Whether you need to update designs, add new pages, or enhance marketing elements, our team is here to help as your needs grow. Keep your site fresh, relevant, and high–performing —without the need for a full redesign every few years.

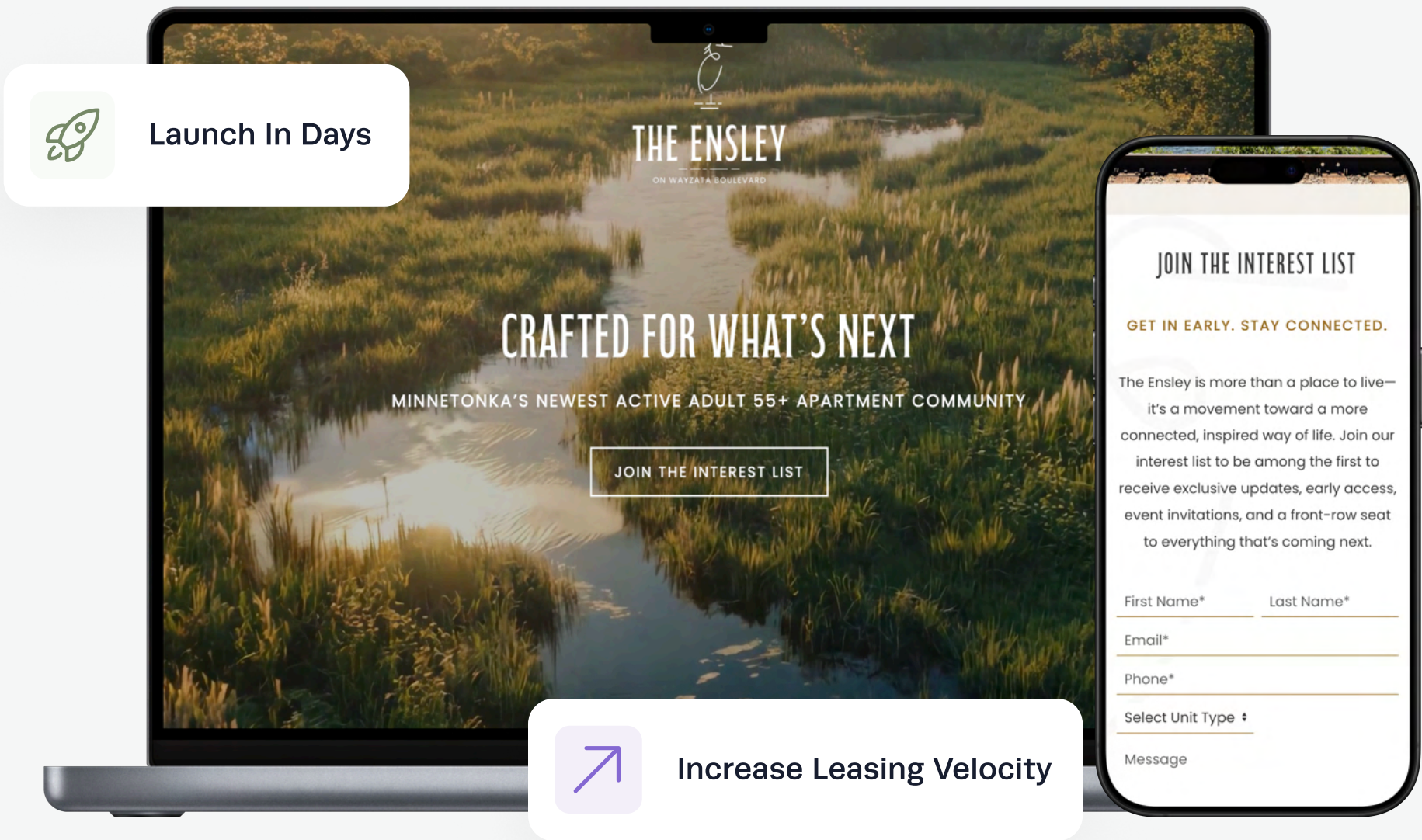


SEO + GEO Enabled In Every Site

- ✓ **Out-of-the-Box Search Performance:** Every Resi website is structured to follow industry-leading best practices, from clean URLs and schema markup to performance-optimized code.
- ✓ **AI-Ready, Structured Architecture:** The platform supports the latest in search trends, like natural language queries from FAQs and rich local content.
- ✓ **SEO Enabled:** All websites are enabled for optimized search, so you can manage everything all in one platform.
- ✓ **Base SEO Included:** We include Base SEO upon in most website product developments so you can build search equity, fast. This includes:
 - ✓ Meta titles and descriptions
 - ✓ Image alt tags
 - ✓ Schema markup
 - ✓ Robust GA4 setup
 - ✓ Google Tag Manager setup
 - ✓ Google Search Console setup

Landing Pages

Launch fast. Increase leasing velocity.



Resi landing and splash pages help multifamily marketers move quickly — from lease-ups to PPC. Launch in days with key property info, drive conversion with targeted experiences, and seamlessly scale to a full website when you’re ready. No rework. No handoff. Just built momentum from day one.

Splash Page	Launch	Premium
Contract a full leasing website and get a single page splash page to grow your interest list and build SEO equity from the start.	A property launchpad to initiate interest in new developments or deliver curated PPC landing page experiences built for conversion.	A customized design, ideal for premier brands and longer pre-leasing periods or customization for specific landing page needs.
Free	\$600	\$2,750
Development cost	Development cost	Development cost
<ul style="list-style-type: none">✓ Interest list form✓ Content and media✓ Brand alignment✓ Built to expand into a full leasing website✓ Requires full leasing website contract with Core or higher monthly management level	<ul style="list-style-type: none">✓ Choose your Launch theme✓ Branding-level design✓ Base SEO included✓ Optimized content and media input in your site✓ Brand infused style settings to align with your property's brand✓ Minimal customization	<ul style="list-style-type: none">✓ Everything in Launch, plus:✓ Choose your Premium theme✓ Customize your sections
Dependent upon website level	Est timeline: 2-3 Days	Est timeline: 5-7 Days

Resi-Made Themes

Thoughtful design. Fast deployment.



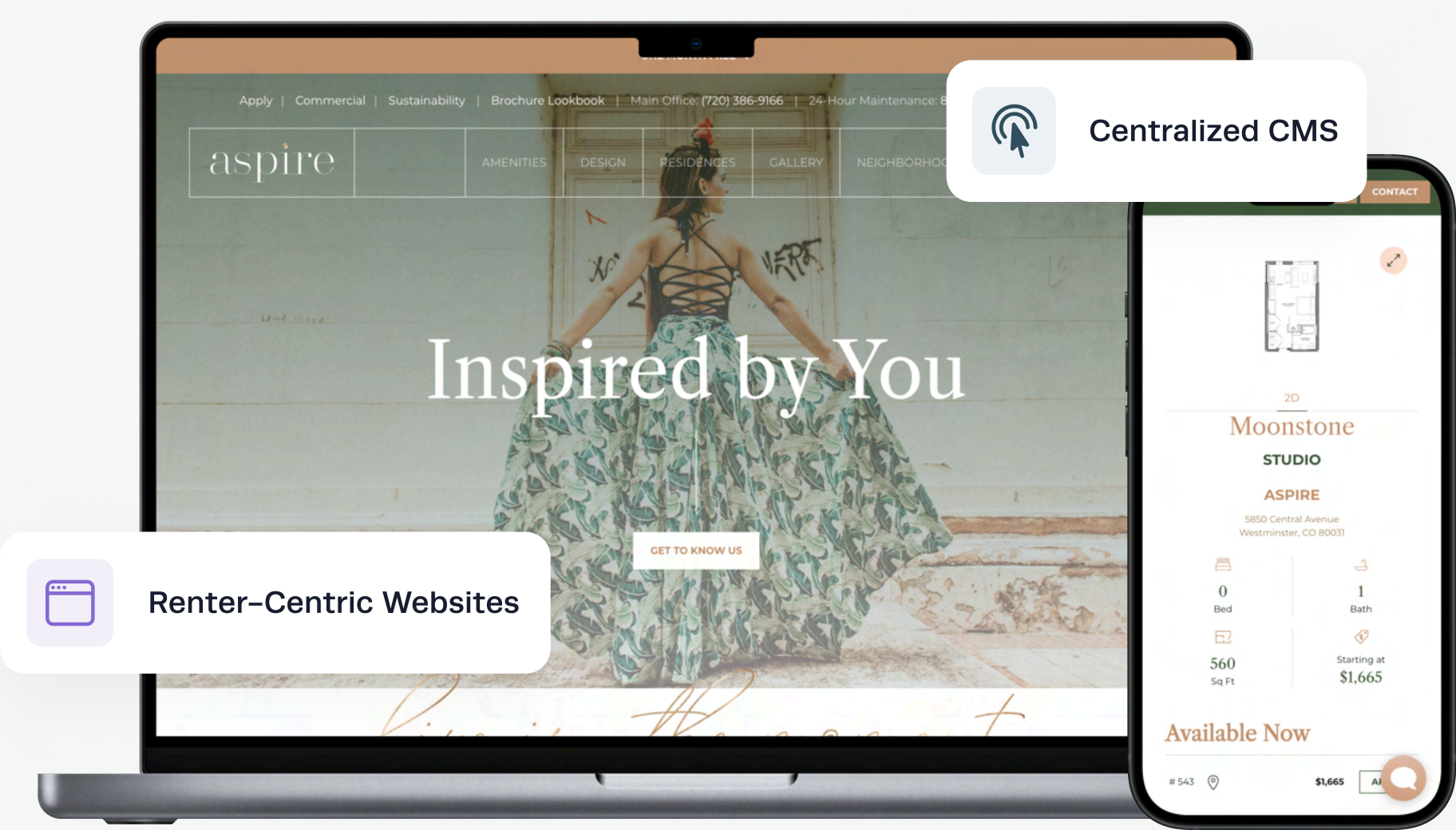
Resi-Made Themes are modular. They are not static, cookie-cutter templates that box you in or where you’re charged hundreds of \$ for every add-on. They’re flexible, scalable starter kits built by our team to help you launch faster without giving up brand story, performance, or control. Choose your build path — from self-launched to our team taking the lift.

<div>New!</div> <div>Core</div> <div>A self-managed starter site that gives your team the tools, training, and framework to launch and manage your property website.</div> <div>\$1,500</div> <div>Development cost</div> <div><div><div>✓</div> Everything you need to launch your own site fast</div><div><div>✓</div> Theme selection and activation in Resi platform</div><div><div>✓</div> SEO enabled</div><div><div>✓</div> PMS and CRM integration enabled</div><div><div>✓</div> Social media and reviews integration enabled</div></div> <div>Est timeline: 2 Days</div>	<div>Launch</div> <div>A fully built leasing website created by Resi and tailored to your brand — built for launch, no assembly required.</div> <div>\$2,750</div> <div>Development cost</div> <div><div><div>✓</div> Choose your Launch theme</div><div><div>✓</div> Branding-level design</div><div><div>✓</div> Base SEO included</div><div><div>✓</div> PMS and CRM integration enabled</div><div><div>✓</div> Social media and reviews integration enabled</div><div><div>✓</div> Optimized content and media input in your site</div><div><div>✓</div> 9 content pages</div></div> <div>Est timeline: 3–5 Days</div>	<div>Most popular</div> <div>Premium</div> <div>A high-impact leasing site with expanded content and refined design — professionally delivered by the Resi team from start to finish.</div> <div>\$4,750</div> <div>Development cost</div> <div><div><div>✓</div> Everything in Launch, plus:</div><div><div>✓</div> Choose your Premium theme</div><div><div>✓</div> Expanded content on pages</div><div><div>✓</div> 12 content pages</div></div> <div>Est timeline: 7–10 Days</div>
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[View Themes](#)

Custom Property Websites

Curated design. Powerful performance.



When a property calls for elevated branding, advanced functionality, or a one-of-a-kind user experience, a custom website offers the creative freedom and technical flexibility to bring that vision to life. Purposefully designed around your property's identity, audience, and tech stack, it delivers a fully tailored digital presence that stands apart and performs with precision.

<div><h2>Launch</h2><p>Showcase your brand with elevated design, rich content, and interactive elements that create a more dynamic renter experience.</p><div><div>\$8,750</div><div>Development cost</div></div><div><div><div>✓</div><div>Resi-Made Theme starter kit with additional customization</div></div><div><div>✓</div><div>Layout-level design</div></div><div><div>✓</div><div>More intricate branding customization</div></div><div><div>✓</div><div>Base SEO included</div></div><div><div>✓</div><div>Initial competitor and market research for SEO</div></div><div><div>✓</div><div>PMS and CRM integration enabled</div></div><div><div>✓</div><div>Social media and reviews integration enabled</div></div><div><div>✓</div><div>Customizable pages</div></div><div><div>✓</div><div>15 content pages</div></div></div></div>	<div><div>Most popular</div><h2>Premium</h2><p>Showcase your brand with elevated design, rich content, and interactive elements that create a more dynamic renter experience.</p><div><div>\$17,500</div><div>Development cost</div></div><div><div><div>✓</div><div>A fully custom website</div></div><div><div>✓</div><div>Includes everything in Launch, plus:</div></div><div><div>✓</div><div>Custom components</div></div><div><div>✓</div><div>Custom icons</div></div><div><div>✓</div><div>Logo animation and splash page</div></div></div></div>	<div><h2>Pro</h2><p>A high-impact leasing site with expanded content and refined design — professionally delivered by the Resi team from start to finish.</p><div><div>\$27,500</div><div>Development cost</div></div><div><div><div>✓</div><div>Everything in Premium, plus:</div></div><div><div>✓</div><div>Element-level design</div></div><div><div>✓</div><div>Custom functionality</div></div><div><div>✓</div><div>Custom framework</div></div><div><div>✓</div><div>Custom integrations</div></div><div><div>✓</div><div>Dynamic landing pages</div></div><div><div>✓</div><div>Custom content pages</div></div></div></div>
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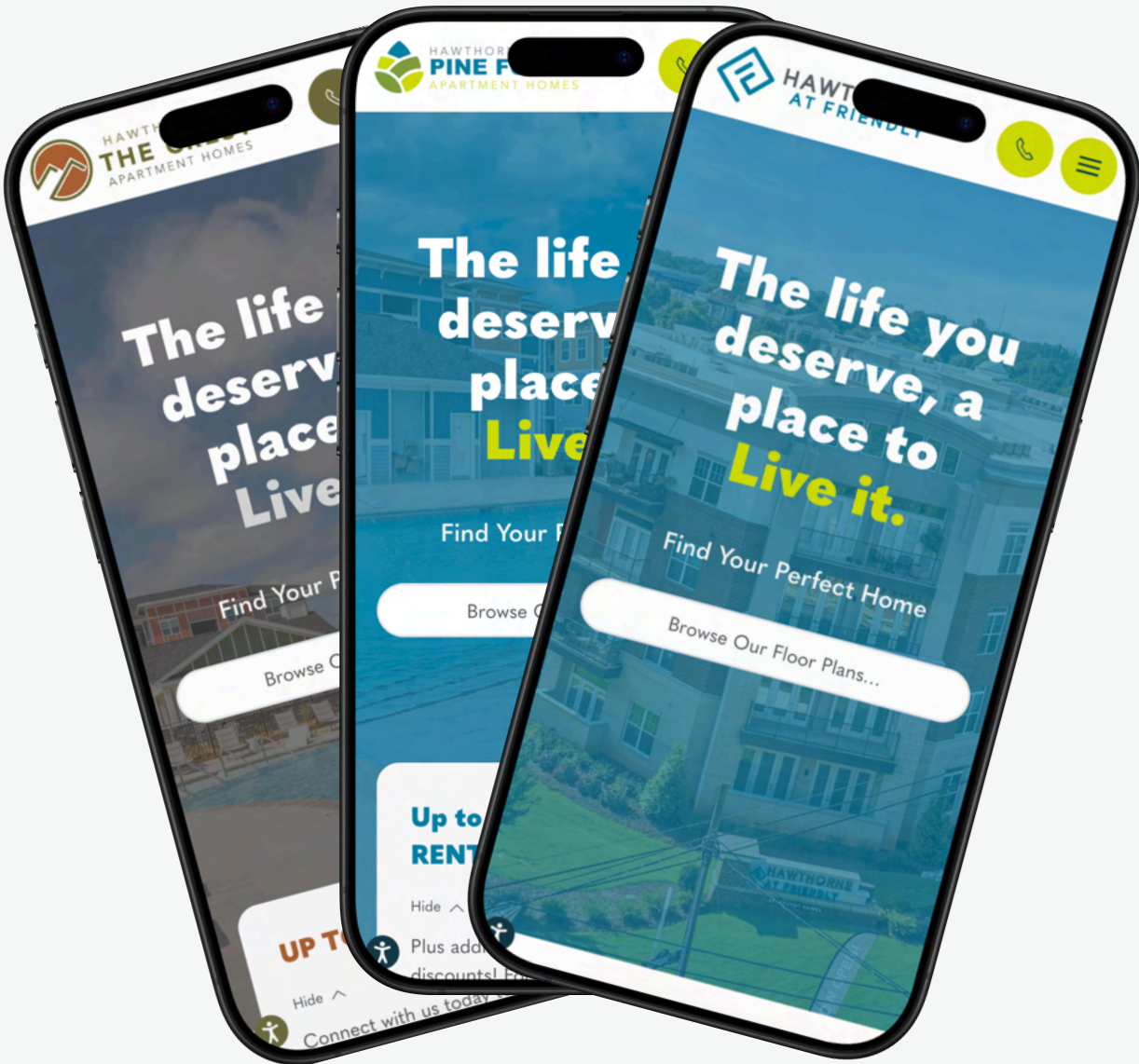
Est timeline: 4–6 Weeks

Est timeline: 6–8 Weeks

Est timeline: 8–12 Weeks

Enterprise Themes

Engineered for scale. Designed for distinction.



This isn't your typical copy-and-paste solution. Resi builds you an exclusive, enterprise-level framework that can be deployed across any number of properties in your portfolio, then designed to reflect each property's unique brand. The result is cohesive branding at scale with the flexibility to differentiate — all delivered with unprecedented speed to market.

Launch

Build a branded digital presence with just the right balance of customization, speed, and simplicity.

\$17,500

Theme development cost

\$1,750

Per property rollout

- ✓ Branding-level design
- ✓ Base SEO included
- ✓ PMS and CRM integration enabled
- ✓ Social media and reviews integration enabled
- ✓ Custom layouts
- ✓ SEO optimized copy theme
- ✓ 9 content pages

Est timeline:
6-8 Weeks for Theme
2-3 Days to Launch Each

Most popular

Premium

Unlock a richer renter experience with a theme designed for depth, motion, and distinction.

\$27,500

Theme development cost

\$2,750

Per property rollout

- ✓ Everything in Launch, plus:
- ✓ Layout-level design
- ✓ Custom layouts
- ✓ Custom components
- ✓ Custom icons
- ✓ Logo animation and splash screen
- ✓ 15 content pages

Est timeline:
8-10 Weeks for Theme
3-5 Days to Launch Each

Corporate Websites

Anchor your brand. Activate your strategy.



A corporate website is your brand’s digital flagship — the intersection of story and strategy. It showcases your portfolio, builds trust across audiences, and amplifies your presence in the market. With the right foundation, it becomes a powerful engine for visibility, credibility, and business growth.

<div>New!</div> <div>Core</div> <div>A foundational corporate site built for speed and simplicity — giving your team the framework to launch fast and manage with confidence.</div> <div>\$6,750</div> <div>Development cost</div> <div><div><div>✓</div> Everything you need to launch your own site fast</div><div><div>✓</div> Theme selection and activation in Resi platform</div><div><div>✓</div> SEO enabled</div><div><div>✓</div> Social media and reviews integration enabled</div></div>	<div>Most popular</div> <div>Launch</div> <div>A brand-packed corporate website, built uniquely for your portfolio, no assembly required.</div> <div>\$10,500</div> <div>Development cost</div> <div><div><div>✓</div> Branding-level design</div><div><div>✓</div> Base SEO included</div><div><div>✓</div> About page</div><div><div>✓</div> Careers page</div><div><div>✓</div> Events calendar</div><div><div>✓</div> Blog feature</div><div><div>✓</div> Static portfolio map enabled</div><div><div>✓</div> Option to upgrade to Map+</div></div>	<div>Premium</div> <div>Customize brand and user experiences, tailored to your unique needs.</div> <div>\$25,500</div> <div>Development cost</div> <div><div><div>✓</div> Everything in Launch, plus:</div><div><div>✓</div> Layout-level design</div><div><div>✓</div> Social media and review integration enabled</div><div><div>✓</div> Logo animation and splash screen</div><div><div>✓</div> Custom content pages</div><div><div>✓</div> Custom integrations</div><div><div>✓</div> Profile Page enabled</div></div>
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Corporate Website Add-Ons

Your site. Flexibly curated.

Maps

<div>Portfolio Map</div> <div>Add-On</div> <div>\$100</div> <div>/ property</div> <div><div>✓</div> Static property map</div>	<div>Map+</div> <div>Add-On</div> <div>\$150</div> <div>/ property</div> <div><div>✓</div> Everything in Portfolio Map, plus:<div><div>✓</div> PMS integration enabled<div>✓</div> Extended search filters</div></div>
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Property Pages

<div>Profile Page</div> <div>Add-On</div> <div>\$250</div> <div>/ property</div> <div><div>✓</div> Static landing page with broad property information<div>✓</div> Content input by Resi team</div>	<div>Microsite</div> <div>Add-On</div> <div>\$400</div> <div>/ property</div> <div><div>✓</div> A unique property landing page with concise community and apartment info<div>✓</div> Property-level reporting<div>✓</div> PMS and CRM integration enabled<div>✓</div> Content input by Resi team</div>
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Property Website Management

Resi has your back at any level of support your property needs across web, content, data, integrations, and more.

<div><div>New!</div><div>Core</div><div>\$229</div><div>/ month</div></div> <div><div><div>✓</div>Resi Platform setup</div><div><div>✓</div>Website builder access</div><div><div>✓</div>Onboarding and training</div><div><div>✓</div>Technical support</div><div><div>✓</div>Help Center support</div><div><div>✓</div>Domain and website hosting and maintenance</div><div><div>✓</div>99.95% uptime website hosting</div><div><div>✓</div>Uptime monitoring</div><div><div>✓</div>256-Bit SSL certificates</div><div><div>✓</div>Daily backups and monitoring</div><div><div>✓</div>Monthly security updates</div><div><div>✓</div>Dedicated support team</div><div><div>✓</div>PMS integration</div><div><div>✓</div>CRM integration</div><div><div>✓</div>Access to full integration hub</div><div><div>✓</div>Click-and-comment support system</div></div>	<div><div>Most popular</div><div>Launch</div><div>\$299</div><div>/ month</div></div> <div><div><div>✓</div>Everything included in Core, plus</div><div><div>✓</div>Advanced support level</div><div><div>✓</div>Content updates support</div><div><div>✓</div>Photo updates support</div></div>	<div><div>Premium</div><div>\$399</div><div>/ month</div></div> <div><div><div>✓</div>Everything in Launch, plus</div><div><div>✓</div>Deployment of new features</div><div><div>✓</div>Best-in-class video hosting</div><div><div>✓</div>6 hours in annual Concierge Design Services</div></div>
		<div><div>Landing Page</div><div>\$99</div><div>/ property / month</div></div> <div><div><div>✓</div>For single page sites, not contracted with full leasing website</div><div><div>✓</div>Everything in Core, except PMS and CMS integrations</div></div>

Corporate Website Management

Your partner for your portfolio, every step of the way.

<div>Launch</div> <div>\$499</div> <div>/ month</div> <div><div><div>✓</div>Resi Platform setup</div><div><div>✓</div>Website builder access</div><div><div>✓</div>Onboarding and training</div><div><div>✓</div>Technical support</div><div><div>✓</div>Help Center support</div><div><div>✓</div>Domain and website hosting and maintenance</div><div><div>✓</div>99.95% uptime website hosting</div><div><div>✓</div>Uptime monitoring</div><div><div>✓</div>256-Bit SSL certificates</div><div><div>✓</div>Daily backups and monitoring</div><div><div>✓</div>Monthly security updates</div><div><div>✓</div>Dedicated support team</div><div><div>✓</div>Click-and-comment support system</div><div><div>✓</div>Advanced level support</div><div><div>✓</div>Content updates support</div><div><div>✓</div>Photo updates support</div><div><div>✓</div>6 hours in annual Concierge Design Services</div></div>

Search Engine Optimization

Designed to drive organic traffic, boost visibility for your properties, and reduce cost per acquisition.

<div>Launch</div> <div>Ideal for small properties or on a tight budget needing foundational SEO.</div> <div>\$299</div> <div>/ month</div> <div><div><div>✓ Onboarding review</div><div>✓ Standard competitor analysis</div><div>✓ Technical SEO audit</div><div>✓ Technical optimization</div><div>✓ Schema markup</div><div>✓ Structured data</div><div>✓ Standard content audit</div><div>✓ One-time Google Business Profile optimization</div><div>✓ Monthly reporting</div></div></div>	<div>Premium</div> <div>Designed for properties seeking competitive SEO strategies.</div> <div>\$599</div> <div>/ month</div> <div><div><div>✓ Everything in Launch, plus:</div><div>✓ Comprehensive competitor analysis</div><div>✓ Comprehensive content audit</div><div>✓ Live pricing updates to Google Business Profile</div><div>✓ Standard content optimization</div><div>✓ Keyword targeting</div><div>✓ Landing page creation and updates</div><div>✓ 1 SEO-optimized evergreen content page per month</div><div>✓ Quarterly strategy reporting</div></div></div>	<div>Pro</div> <div>Best for lease-ups, student, or continued low occupancy properties.</div> <div>\$999</div> <div>/ month</div> <div><div><div>✓ Everything in Premium, plus:</div><div>✓ Deep competitor analysis</div><div>✓ Deep content audit</div><div>✓ Comprehensive content optimization</div><div>✓ Daily Google Business Profile posts</div></div></div>
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Digital Advertising

Accelerate lead generation with targeted, high-performing ad campaigns tailored to your unique leasing goals.

<div><div>Launch</div><div>Best for small or stabilized communities focused on driving traffic and leads.</div><div>20%</div><div>of ad budget \$325 prop minimum</div><div><div><div>✓</div>Keyword analysis</div><div><div>✓</div>Competitor analysis</div><div><div>✓</div>Performance reporting</div><div><div>✓</div>Google Search Ads</div><div><div>✓</div>Google Search Ads extensions</div><div><div>✓</div>Advertise rent and specials</div><div><div>✓</div>Quarterly ad review</div></div></div>	<div><div>Premium</div><div>Best Value</div><div>Ideal for properties expanding to social and display and cross-platform targeting.</div><div>20%</div><div>of ad budget \$625 prop minimum</div><div><div><div>✓</div>Everything in Launch, plus:</div><div><div>✓</div>Competitor analysis</div><div><div>✓</div>Social media ads (FB & IG)</div><div><div>✓</div>Real-time marketing dashboard and analytics</div><div><div>✓</div>Google Display Ads</div><div><div>✓</div>Ad creative development</div><div><div>✓</div>Customized extensions</div><div><div>✓</div>Monthly ad review</div></div></div>	<div><div>Pro</div><div>Built for aggressive leasing and advertising while reducing ILS costs.</div><div>20%</div><div>of ad budget \$1,125 prop minimum</div><div><div><div>✓</div>Everything in Premium, plus:</div><div><div>✓</div>Cross-channel remarketing</div><div><div>✓</div>Tiktok or Bing ads</div><div><div>✓</div>YouTube ads</div><div><div>✓</div>Custom audience segments</div><div><div>✓</div>Premium creative with A/B testing</div><div><div>✓</div>Advanced extensions</div></div></div>
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Let's get to work.