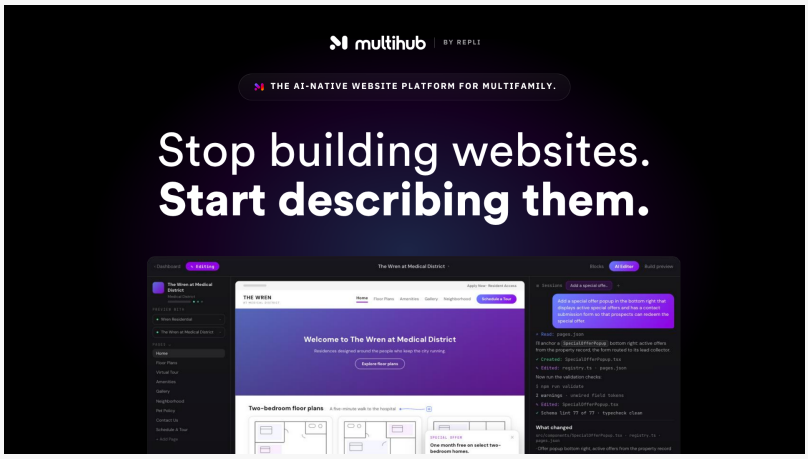
# Repli Launches VibeSites, an AI-Native Multifamily Website Platform, With a $15,000 Challenge: Build Your Own

*The Vibe Off, a theme-building contest open to operators and industry pros, opens applications today.*



VibeSites, the AI-native website platform for multifamily, inside MultiHub. A marketer describes a change in plain language; the AI writes the code and validates it against the property's own data, and a person approves what ships.

SUWANEE, GA, UNITED STATES, September 10, 2026 / EINPresswire.com/ -- Repli, the company behind MultiHub, the property marketing platform for multifamily, today announced the general availability of VibeSites, the AI-native website platform for multifamily. Multifamily teams describe the website they want and VibeSites codes it and ships it: on brand, accessible, and in sync with their PMS and the rest of their stack.

Multifamily websites have traditionally meant design agencies, long timelines, and five-figure budgets, then a site that drifts out of date the day it launched because the property data, pricing, and availability lived somewhere else and never stayed in sync. VibeSites was built AI-native from the first line of code inside MultiHub. The AI writes real source code in a reviewable draft, every change is validated against 75+ rules on the customer's own property data before it's ready to review, and a person holds the accept button.

The platform underneath it is already operating at scale, behind more than 200 companies, 8,000 properties, and 2 million units, with more than 1,000 sites live on VibeSites. Early results back the approach: across VibeSites, AI referral traffic is up more than 10x year over year and AI-referral leads are up 43x, and Repli was named the top website vendor for AI visibility in the Peek AI Discovery Black Book (June 2026).

Case & Associates, Repli's first VibeSites launch, and Weidner, now nearly complete, have moved their portfolios onto the platform. At American Landmark, Director of Marketing Devin Lusk built

the company's new property website theme on VibeSites herself, and Repli rolled it out across more than 100 of American Landmark's property sites.

"We spent years building multifamily websites by hand for the biggest names in the business, and we still bring that team to every site. What VibeSites changes is the ceiling. You describe what you want, the AI writes real code against your property data, and our experts make sure it ships right, with the guardrails and integrations this industry actually needs. There's almost nothing we can't build now, and we can't wait to see what the rest of the industry builds with it," said Corbin Wrights, CEO of Repli.

What makes it different

Improve one site, improve them all. An improvement made once to a company theme reaches every site that inherits it, on its next deploy.

Built around AI, not bolted onto a CMS. Teams choose the AI model per edit, comments become reviewed changes in one click, and every publish is a restorable snapshot.

Built for multifamily, only multifamily. Multifamily schema, pages built for the searches renters actually run, llms.txt on every site, accessibility provisioned automatically at deploy, and first-party components for the tools the category runs.

One record behind every surface. Pricing, availability, specials, and tour times stay current without a redeploy.

The Vibe Off

Alongside the launch, Repli announced The Vibe Off, a contest challenging multifamily marketers, operators, and industry professionals to build their own website theme on VibeSites. Applications open today at multihub.io/vibeoff and close October 9. The cohort starts at 25 companies, with room to accept more at Repli's discretion. Building begins after applications close, and winners are announced in December.

A judging panel of Corbin Wrights (CEO, Repli), Devin Lusk (Director of Marketing, American Landmark), Mike Wolber (Chief Sales Officer, Apartment List), Dana Pate (Founder and CEO, Stitched Marketing), and Jennifer Carter (VP of Strategic Marketing and Partnerships, Multifamily Media Network) will award $10,000 for first place, $2,500 for second, and $1,000 for third against published criteria, with two additional $1,000 People's Choice awards decided by public vote. Every entrant who completes the contest keeps the theme they build. Operator entrants also receive implementation-fee waivers on their first properties.

VibeSites is available now inside MultiHub. Details at multihub.io/vibesites.

About Repli

Repli is the company behind MultiHub, the property marketing platform for multifamily. It didn't start as a software company. It started in 2018 running digital marketing by hand for some of the largest owners and operators in the country: websites, SEO, digital ads, and reporting. It did that work long enough to learn exactly what moves a lease and exactly where the usual tools fall short.

Siobhan Park
Repli
email us here

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