# Dwellsy Launches Self-Serve Rental Advertising Tool

*New self-serve tool lets owners and operators promote their offerings to renters searching on Dwellsy, with transparent pricing and no long-term contract.*

LOS ALTOS, CA, UNITED STATES, September 17, 2026 /EINPresswire.com/ -- Dwellsy, the largest free residential rental marketplace in the United States, today launched a self-serve advertising tool that allows multifamily and single family rentals property owners and operators to purchase ad placements across Dwellsy.

Through the new tool, property owners and operators can select a market, choose an advertising package, upload creative assets, and check out online. Three package tiers are available: Small covers property detail pages; Medium adds search results and management company pages; Large adds community pages and pop-up placements as well. Pricing is per market and package and shown upfront before checkout, with no minimum spend and no long-term contract required.

What advertisers are actually buying is space that already existed on Dwellsy. This launch replaces the third-party ads that used to run alongside listings with ad space owners and operators can buy directly, while it remains free for property managers to list their unit vacancies and for renters to search, as it always has been.

"Free listing of available rentals has always been the foundation of Dwellsy, and that's not changing," said Jonas Bordo, Co-Founder and CEO of Dwellsy. "What is changing is the ads around it. Dwellsy has always had them, but they've never been directly buyable. Now owners and operators can buy directly and put their offerings right in front of renters, right in their markets."

For advertisers, the tool is self-serve end-to-end: pick markets and a package, upload creative assets, and pay by credit card through Stripe. Campaigns are live in under five minutes and run for a period the user selects, from one month up to twelve, with longer terms priced at a discount and an option to renew automatically. A campaign dashboard shows status, dates, and spend across every market, so users always know exactly what they're getting for their money, and live campaigns can be edited at any time.

For renters, the experience does not change: they will continue to see ads in the same

designated spaces, but those ads will now come directly from advertisers who purchase placements on Dwellsy rather than from third-party ad networks.
The advertising tool is initially focused on the multifamily and single family rental operators, with plans to expand to additional advertisers over time. For more information, visit dwellsy.com/advertise.

Raissa Cunha dos Santos
Dwellsy
raissa@dwellsy.com
Visit us on social media:
LinkedIn

---

This press release can be viewed online at: https://www.einpresswire.com/article/943054024

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.