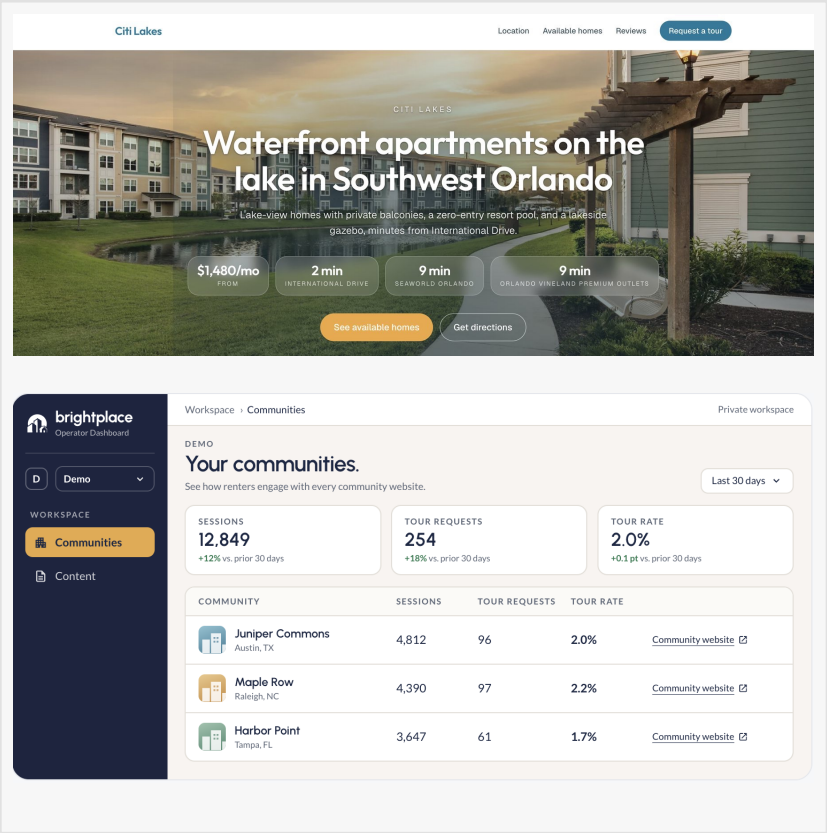
brightplace Launches Direct, an Outcome-Based Marketing Platform for Multifamily

New platform consolidates the fragmented website, leasing AI and digital marketing stack into a single solution priced around renter outcomes



NEW YORK, NY, UNITED STATES, September 29, 2026 / EINPresswire.com/ -- brightplace, the AI-powered intelligence layer for apartment renters and multifamily operators, today announced the general availability of brightplace Direct, a marketing platform that helps apartment communities own their renter relationships, get found across traditional and AI search, and turn more renter demand into tours and signed leases.

Direct launches as operators confront a fundamental change in renter acquisition. Leads are declining in both volume and value, and more of the renter's decision now happens before they ever contact a property. Much of what does come in is inquiries from renters who were never going to tour or lease. Yet the marketing stack, built for the old funnel, still treats every form fill as intent, while operators keep paying a fragmented set of website providers, agencies, leasing assistants and listing services for capabilities AI is rapidly commoditizing.

The lead is no longer intent. The vendors who sell the multifamily marketing stack still build, price and measure it as if it is.

"Multifamily has spent years adding software and lead sources without changing how properties acquire renters," said Brian Lichtenberger, founder and CEO of brightplace. "Direct is built around what operators actually care about: getting found, understanding intent, and converting demand into tours and leases."

The community website takes on a new role

As renter discovery fragments across search, AI answer engines and listing marketplaces, the community website is taking on a new role. It may no longer be where every renter journey begins, but it is increasingly the authoritative source those journeys resolve against, the one surface the operator controls that serves the renter, search, AI and conversion at once. It earns that role only by answering the questions renters actually ask, in plain terms. Most community websites were built for the previous generation: publish inventory, capture a lead, hand it to the CRM.

brightplace Direct replaces that model with a dynamic, intelligence-powered community experience connected to live property data. Every deployment includes:

- Dynamically generated community websites connected to live pricing, availability, floor plans and fees
- Built-in SEO and AI visibility infrastructure
- Renter intelligence covering true monthly cost, floor-plan fit and everyday neighborhood conveniences
- Integrated tour booking and conversion
- Behavioral and conversational intent capture
- Continuous content and experience optimization without traditional agency or change-request cycles

Operators can stand up a full community experience in minutes, as a complement to their existing site, expanding demand acquisition and intent capture.

A different economic model

Direct creates demand and converts it, where the rest of the stack only captures a lead the renter already decided to send. Direct consolidates that fragmented stack into a single deployment and prices brightplace on measurable renter outcomes: tours and signed leases. brightplace generates and continuously optimizes community-level marketing across an entire portfolio without the headcount, agency expense or complexity, which makes an outcome-based model work at scale.

"Operators shouldn't be paying transactional prices for informational inquiries while also paying separate vendors for the website, chatbot and infrastructure required to process them," Lichtenberger said. "Direct collapses that stack, takes much of the cost and friction out of standing up a high-quality community experience, and ties our economics to what the channel actually produces."

Operators should own the renter relationship. The community site should pay for itself.

Marketing investment should be tied to outcomes.

brightplace Direct is live with select multifamily operators.

About brightplace

brightplace is building the intelligence layer for apartment rental. Its products help renters make better housing decisions and help multifamily operators understand renter intent, get found across AI and search, and build direct relationships with prospective residents.

To learn more about brightplace Direct, visit brightplace.ai/property-managers.

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