







Want to catch the attention of more renters?

Explore what's new & what's next for apartments, then apply top trends to your marketing & website

TRENDING STYLES

Based on the year-over-year increase in the number of average

monthly Google searches for 35 of the most popular design styles,

as reported by RentCafe.com



Tranquil / Zen / Harmonic



Dark Academia

Gloomy / Mysterious / Dramatic



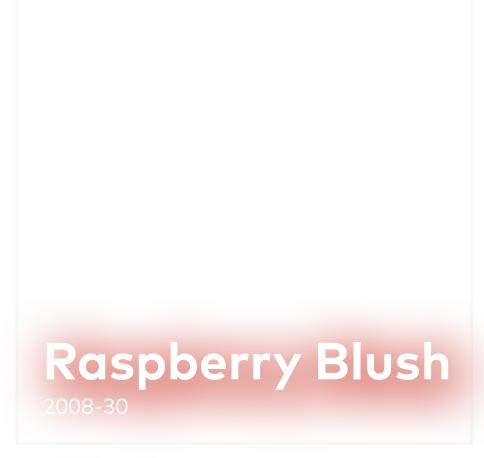
Maximalism

Abundant / Loud / Eclectic



ALSO POPULAR	NOT TRENDING
• Modern farmhouse	• Baroque
 Midcentury modern 	• Biophilic
• Scandinavian	• Rustic

TRENDING COLORS



Benjamin Moore Color Of The Year

- Exudes confidence & charisma
- Vivacious, upbeat, bold
- Great for backgrounds, headlines & logos

Coloro* Color Of The Year

- Bridges the natural & digital world
- Uplifting, optimistic, youthful
- Great for accents,

graphics & pop-ups

Digital Lavender

Stand out in a sea of same

Pair trending styles & colors in your community's marketing to outperform the competition



DIGITAL MARKETING AGENCY