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July 10, 2025

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City of Racine and City Wise Launch Verified Rental Listing Website

New platform makes it easier for Racine residents to find safe, inspected rental housing

Racine, WI — The City of Racine has partnered with City Wise Software to launch a new rental housing website designed to make it easier for residents to find safe, quality places to live. Every rental listing on the site will represent a unit that has been inspected by the City, helping ensure renters have access to verified and trustworthy options.

The site is now live and will include up-to-date listings from local landlords across the City of Racine.

“Everyone deserves a clear, reliable way to find safe, quality housing,” said Mayor Cory Mason. “This new platform is a smart, local solution that empowers renters, supports responsible landlords, and helps raise the standard of housing in our community.”

Unlike national housing platforms, the Racine rental website is locally managed, locally verified, and built with resident protection in mind. Listings will only appear on the site after the unit has passed a City inspection, and landlords must remain in good standing to participate.

Key features of the platform include:

- **Verified listings**, based on city inspection data
- **User-friendly design** that works on mobile and desktop
- **Local landlord participation**, including smaller owners who don’t typically list on major sites

The site was developed by City Wise Software, a Wisconsin-based company founded by the team behind College Pads, a national student housing platform that works with over 150 universities. City Wise now partners with cities across the state—including Milwaukee County, Kenosha, Oak Creek, South Milwaukee, Greenfield, Greendale, Mount Pleasant, and Burlington—to build housing tools that prioritize safety, transparency, and trust.

“Renters should have a better understanding of the properties they’re moving into,” said Jeremy Schmidt, chief operating officer at City Wise. “This platform helps cities ensure there are more good actors in the rental market while giving residents better tools to make informed decisions.”

To view listings or learn more, visit: apartments.cityofracine.org

About City Wise

City Wise Software builds rental listing platforms in partnership with cities and counties to improve housing transparency, elevate responsible landlords, and make it easier for residents to find safe places to live. Founded by the team behind Milwaukee-based College Pads, City Wise has worked with Wisconsin municipalities to modernize local housing tools and connect renters with verified rental options.

For more information on City Wise Software, contact Jeremy Schmidt, jeremy@citywisesoftware.com.

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Racine, Wisconsin, is a thriving city located on Lake Michigan with a rich history and diverse population of about 78,000. Known for its historic downtown, award-winning architecture, top freshwater beach, strong community, and notable contributions to history and innovation, Racine is a wonderful place to live, work, and explore. From its progressive history as part of the Underground Railroad to its status as the Kringle Capital of America, there's always something new to discover in Racine.