



"And honestly?"

Here it is, the apartment for you. And honestly? A one-bedroom, one-bathroom never sounded so good.



"Unhurried" / "Unbothered"

Live life at an unbothered, unhurried pace where you can soak it all in—in our brand new townhome layouts.



"Bottom line:"

Bottom line: This community is the place for you.



"...out loud."

And suddenly this is what your brand is saying out loud. We're exclusive.



"Quietly"

That lackluster tour is quietly killing your leasing rates.



"The companies that win at this..." / "That's a game nobody wins."

The companies that win at this are the ones who know the difference between checking off a list and burning the list entirely.



"This looks like __"

Your apartment will be your retreat. This looks like morning coffee on your porch, evening Netflix on your couch, and a personal spa day in your beautifully tiled bathroom.



"But here's the thing" / "The good news is..." / "The only problem is..."

But here's the thing. This deal won't last forever. But the good news is, we're extending the leasing special for another week! The only problem now is...which apartment to choose?



"Try this with me real quick" / "Quick gut check"

Quick gut check: Are we the only ones who think apartments should be transparent with pet fees?



"It's not just X, it's Y."

That lackluster tour is quietly killing your leasing rates.



"That's not a ___ problem, that's a ___ problem."

That lackluster tour is quietly killing your leasing rates.

How to Identify AI Slop in Copywriting

These little phrases and words above make AI slop a little easier to spot. But there are additional things to take note of. They're generally style-based rather than distinct in word usage.



AI writes in a way that brings a strange (or completely predictable) rhythm or cadence. After you've read a few sentences or paragraphs, you don't feel the direction it's going. There won't be a climax. All the bumps/dips have been sanded down and replaced with a fabricated, patterned veneer. It simply doesn't speak to you.



AI tends to use similes or metaphors that sound simple at first, but then don't add any extra meaning, especially because they're tough to parse. (Reading it aloud might make you more confused.)