

Rental Advisors

Sample Email Templates

Sample

SUBJECT: _____

Dear First Name,

I have great news! I have been helping renters since _____, so I know how important it is to put a customized apartment list in your hands as quickly as possible. After working with over _____ clients, I've found that a brief conversation at the beginning of the process really helps me create a more focused list.

- Are you available for a quick 10-minute phone call today or tomorrow? If so, when is the best time to reach you?

First, I'm here to help you successfully navigate the apartment search process. I have access to pricing on every apartment, and since I'm paid by the landlord, the service is totally free to you.

Initial questions so I can create a custom apartment list:

- Where would you like to live? Near school, work, or entertainment districts?
- Have you put in your notice to vacate at your current residence?
- If so, when do you need to move?
- How many bedrooms do you need and how much would you like to pay?

Be strategic! Successful people make quick decisions!

The rental market is very competitive, so be prepared to say YES when you see a unit you like.

Savvy apartment shoppers rely on our team to quickly deliver results and help them save time and money!

Jodi Southwick
(619) 736-8807

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Sample

SUBJECT: _____

Hi First Name,

What are the most important features you're looking for in your next apartment?

In my experience, my clients share these top five criteria:

- **Amenities** - pool, pets, and nearby entertainment. We understand you require a lifestyle experience based on wants and needs.
- **Application process & fees** - We will provide as much information as possible before the tour so you can make an informed decision. Don't be afraid to say YES on the spot if you find an apartment you love.
- **Location** - easy access to work, school, attractions, entertainment, and shopping.
- **Price** - It's important we find value for your budget. Many properties offer lease incentives and we want you to pick a place where you feel like you got a deal.
- **Safety** - Each community has different safety features so let us know what is important to you. Management companies strive to provide a safe living environment but make sure you ask questions during your tour.

We work with a portfolio of luxury properties, near entertainment, featuring custom home finishes, and resort style amenities. Depending on your location and budget, we will find the best apartment for your search area and price range.

When are you planning to tour new apartments and narrow down your choices?

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Hi First Name,

As your apartment locator, I have a wealth of knowledge about the properties to avoid during your search. Sometimes it's just as important to know which apartments you don't want to live in.

It's my job to talk to unhappy renters every day. They tell me very candid information about what it's like to live at their current community, why they are unhappy, and why they want to move. If your search includes that same community, I have better information than you will ever read on Yelp or Google reviews.

The management company is critical to your decision:

Every apartment community is operated by a management company. The leasing staff is employed by the management company. Sometimes the management company is the owner of the property, sometimes it's a third-party company that is hired independently.

- The management company can change at any time. Online reviews can be unreliable because when the management company changes, the previous reviews become obsolete. If online reviews give a property 5-stars, that can change with new management.
- Luckily, I have been working with management companies for several years and know which one's consistently provide a happy living experience. What a nightmare to move in to your new apartment and learn they don't pick up resident trash on time or pick up after pet waste.

Your overall living experience includes your actual apartment unit, the community spaces, and your access to parking.

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Hi First Name,

In case you have any questions about why we are able to offer a free service.

I'm a licensed real estate agent

I am a licensed real estate agent who specializes in placing renters at quality apartment communities. Just like a Realtor helps clients buy a home, an apartment locator helps clients rent an apartment. An apartment locator is required to carry an active real estate license and is regulated by the state licensing board to put your needs above all else. It is my legal responsibility to look out for your interest above my own. When I do my job successfully, the apartment community pays a referral fee for placing a qualified renter like you at their property.

The apartment community pays us after move-in

Apartment communities pay referral fees from their marketing budget. There is zero out of pocket expense or increase in your rent for using our referral service. We provide a valuable service to the apartment communities, and in return they pay a referral fee after you move-in.

They work with many referral companies, and due to privacy restrictions, they can't tell us if your lease is approved or your move-in date without your permission. There is always a box or question on every guest card and application "**How did you hear about us?**" Please verify my name and company are filled in, so I can submit the proper paperwork after you sign your lease.

We would love to help you find the best apartment for your search area and price range, and it's a privilege to provide our service at no cost to you.

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Hi First Name,

Gathering information online is an important part of feeling confident in your apartment choice. Your daily life involves a lot of driving, errands, and responsibilities. Choosing a new place to live involves more than your actual residence. Your online research probably includes:

- Online reviews.
- Crime statistics.
- Interior and exterior photos.
- Easy access to freeways.
- Grocery stores close by.
- Short drive time to work, school, or day care.
- Walkable restaurants, movie theaters, or sporting events.

As your apartment locator, I take all these things into consideration when creating your custom apartment list. I know choosing a new apartment is a big decision so let me know how I can help. I might have online resources you haven't considered.

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Hi First Name,

Signing a lease is your legal obligation to the landlord and should be taken seriously. The approval process is not personal; it's strictly business. Many apartments use an electronic scoring process based on your credit score and other public records. If you have some challenges in your situation, here are some tips to get your application approved.

- Landlords look for proof of credit worthiness. If you have a low credit score, you might offer a higher deposit amount to secure your lease.
- If you are starting a new job and don't have check stubs for proof of employment, offer copies of bank statements and offer letters from employers on company letterhead. Most communities require your gross income to be three times the monthly rent; luxury apartments may require four times the rent.
- Some apartment communities will accept a guarantor if you don't meet the financial requirements. A guarantor agrees to be financially responsible for the lease if you are not able to pay the rent. A guarantor does not live with you like a roommate, but in a legal sense is a co-signer.
- If you have been evicted in the past five years or have an unpaid broken lease for any reason, your choices will be significantly limited. For a landlord, this is a major red flag. If you've met your financial obligations but they are still showing on your credit, bring supporting documentation.

If your rental application comes back "denied", it doesn't necessarily mean no. You may be able to supply additional information and appeal the decision.

Property management companies are willing to work with people in challenging situations. Be open and honest and ask if an additional deposit or an introductory lease term is an option. Landlords want to minimize their risk when approving an application, but they also understand most people don't have perfect credit.

Most importantly, be courteous with the leasing staff and present the facts and evidence they need. They will help you if they believe in your ability to fulfill the terms of the lease.

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Hi First Name,

The apartment application process changed recently. How to prepare:

After compiling your online research, and touring several communities, it's time to make a decision and fill out an application. The application is most likely online, and you will be asked to pay an application and admin fee to perform a credit and background check.

If you are asked to fill out a rental application in pen (versus online), neatness and accuracy are important. Make sure the manager can clearly read your answers, and you supply all supporting documentation.

We take privacy seriously:

The apartment community isn't allowed to tell me if you have been approved or denied without your written permission.

IMPORTANT: There is always a box or question on every guest card and application "How did you hear about us?" Please verify my name and company are written down in the box to give the property manager permission to fill out my lease verification paperwork when you are approved.

Landlords use the following criteria when screening an applicant:

- Does the applicant have adequate work history and income? Most properties require three times the monthly rent. If your apartment is \$1,200 per month, you will need to prove \$3,600 gross.
- Does the applicant have good leasing or mortgage history?
- Does the applicant have satisfactory credit?
- Does the applicant meet our criminal background restrictions? Each property has different limitations.

Pet policy:

Pets are an important part of the family! Landlords will require an upfront deposit; a non-refundable deposit; and possibly monthly rent per pet. Most properties have rules and restrictions: *two pets per apartment; weight limit; breed restrictions; and some require a pet interview.*

Approval Process:

After your lease is approved a move date is set. If you are not moving on the 1st of the month, additional pro-rated rent will be due. To get the keys to your new apartment, the property manager will ask for proof of renter's insurance and utilities set up in your name.

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Hi First Name,

If you're researching apartments online, I wanted to give you a couple of inside tips that may not be obvious.

1. Rental websites like Apartments.com, Zillow, and Zumper are lead generators for apartment communities. These websites spend big money to land on page one of Google and show up in your search results. Once you are on their site, they sell your contact information to apartment complexes over and over and over again.
2. Apartment communities buy upgraded marketing packages on these rental websites to make sure you see their community. Have you noticed when you enter your criteria into a rental website it's the same properties in the search results? Those are the properties paying to show up first. The truth is there are lots of properties that are not on those rental websites, and as a real estate agent I have access to every apartment in the area. I provide unbiased advice on the best apartments in your search area at your price range.
3. Many of the rental websites are owned by the same parent company. Apartments.com and ForRent.com are owned by the same company. Zumper and PadMapper are owned by the same company.
4. Every apartment listing on rental websites is duplicated 10+ times. These sites do not regulate the accuracy of the pricing or how many people submit the same listing. If someone creates an apartment listing on Zumper, it is shared to Apartments.com, Zillow, Zumper, HotPads, and Facebook Marketplace automatically (it's called syndication). Someone could post an apartment for rent that is \$300 below the real price to get you interested in a deal. When you call about the apartment, they tell you the unit isn't available and sell you on a different unit. It's called bait and switch.

As your apartment locator, I will cut through this nonsense and find the best apartment for your search area and price range. We work with a portfolio of luxury properties, near entertainment, featuring custom home finishes, and resort style amenities. Most importantly it's a privilege to provide our valuable service at no cost to you.

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