

Dear [Resident Name],

We are excited to announce the launch of our new Resident Benefits Package (RBP), designed to provide you with added value, convenience, and protection during your lease with [Property Management Company Name].

Starting on [Effective Date], all residents will be integrated into this program. The package includes the following benefits:

- [Benefit 1: e.g., HVAC Filter Delivery]
- [Benefit 2: e.g., Renters Insurance Coverage]
- [Benefit 3: e.g., Credit Building for On-Time Payments]
- [Benefit 4: e.g., 24/7 Maintenance Concierge]
- [Benefit 5: e.g., Resident Rewards Program]

What this means for you:

The monthly cost for the Resident Benefits Package is \$[Amount]. This fee will be automatically added to your monthly rent ledger starting [Date]. No action is required on your part to enroll, as these services are now a standard part of our lease agreement.

Detailed information regarding each service and how to access your new benefits can be found in the attached brochure or by visiting [Website URL].

Our goal is to enhance your living experience and provide peace of mind. If you have any questions regarding these new services, please contact our office at [Phone Number] or [Email Address].

Thank you for being a valued resident.

Best regards,

[Your Name/Company Name]
[Property Management Address]