

[Date]

[Tenant Name]

[Property Address]

[City, State, Zip Code]

Subject: Early Bird Lease Renewal Discount Offer

Dear [Tenant Name],

We hope you have been enjoying your stay at [Property Name/Address]. Your current lease is scheduled to expire on [Lease End Date].

Because you are a valued resident, we would like to offer you a special "Early Bird" incentive to renew your lease early. If you sign a new [Number of Months]-month lease agreement by [Incentive Deadline Date], you will receive the following benefit:

- [Description of Discount, e.g., \$200 off your first month's rent / A \$50 monthly rent reduction]

By renewing now, you will also lock in your rental rate and avoid any potential market increases that may occur closer to your expiration date.

Offer Details:

- New Lease Start Date: [Date]
- New Monthly Rent: \$[Amount]
- Deadline to Claim Offer: [Date]

To accept this offer or to discuss your renewal options, please contact the leasing office at [Phone Number] or reply to this email at [Email Address].

We look forward to having you as a resident for another year!

Sincerely,

[Your Name/Property Manager Name]

[Property Management Company]

[Phone Number]