

[Date]

[Resident Name]

[Unit Number]

[Property Address]

Dear [Resident Name],

Thank you for choosing to call [Property Name] your home. As your current lease is set to expire on [Lease End Date], we would like to invite you to renew your stay with us.

Because you are one of our valued preferred residents, we are pleased to offer you a special Loyalty Reward if you sign your renewal by [Deadline Date]:

- [Insert Offer, e.g., \$200 Rent Credit / Free Carpet Cleaning / Appliance Upgrade]

Your renewal options are as follows:

- **[Term, e.g., 12 Months]:** \$[Amount] per month
- **[Term, e.g., 6 Months]:** \$[Amount] per month
- **Month-to-Month:** \$[Amount] per month

To lock in these rates and claim your loyalty offer, please visit the leasing office or sign your renewal through the resident portal by [Deadline Date].

If you do not intend to renew, please remember that a written [Number]-day notice is required per your lease agreement.

We look forward to having you with us for another year!

Sincerely,

[Manager Name]

[Property Management Company]

[Phone Number]

[Email Address]