

[Date]

[Tenant Name]

[Property Address]

[City, State, Zip Code]

Dear [Tenant Name],

As your current lease for the property located at [Property Address] is set to expire on [Lease End Date], we would like to offer you a renewal for another [Length of Term, e.g., 12 months].

Due to changes in market conditions and increased operating costs, the standard monthly rent for your unit will increase to \$[Market Rent Amount] effective [New Start Date].

However, as a gesture of appreciation for your continued residency and for being a valued tenant, we are pleased to offer you a **Loyalty Discount** of \$[Discount Amount] per month.

Your New Renewal Terms:

- Current Rent: \$[Current Amount]
- New Market Rent: \$[Market Rent Amount]
- Loyalty Discount: - \$[Discount Amount]
- **Total Monthly Rent: \$[Final Rent Amount]**

To accept this renewal offer, please sign and return this letter or the attached lease agreement by [Deadline Date]. If we do not hear from you by this date, we will assume you intend to vacate the premises at the end of your current lease.

Thank you for choosing to make your home with us. We look forward to having you as a tenant for another year.

Sincerely,

[Landlord/Manager Name]

[Company Name]

[Phone Number]