

## Multifamily Emails

### **Property Manager/Corporate Staff to Properties/Leasing Agents PRE-ROLLOUT**

Hi Team,

I'm excited to share some good news today: we're adding Updater to our pre-resident communication strategy!

The stresses of moving don't end when residents find their new home. As they prepare for moving day, residents still have to deal with various moving-related tasks, such as securing renters insurance, forwarding mail, connecting utilities, and more.

[Updater](#) is an elegant solution that solves these moving headaches and will save our residents hours before they move in. Think of Updater as a "Turbo Tax for moving" — a virtual concierge program that walks residents through all the tasks they need to accomplish. Even better, Updater is free for residents and branded for each community.

You can learn more about Updater's features [here](#). We hope you're as thrilled as we are to offer a moving concierge to our residents! Stay tuned for more information and webinar dates.

Best,

{NAME}

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## **Property Manager/Corporate Staff to Properties/Leasing Agents POST-ROLLOUT**

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**I've attached a few resources to this email to help you communicate the benefits of Updater to residents: <ATTACH RESOURCES>**

- 1) A short video walk through of the product to help you understand and how it works.**
- 2) A cheat sheet with talking points to help you communicate the benefits of Updater to residents**
- 3) A branded one-sheet for prospective residents to include in leasing packets.**

We hope you're as thrilled as we are to offer a moving concierge. If you have any questions, let us know!

Best,

{NAME}