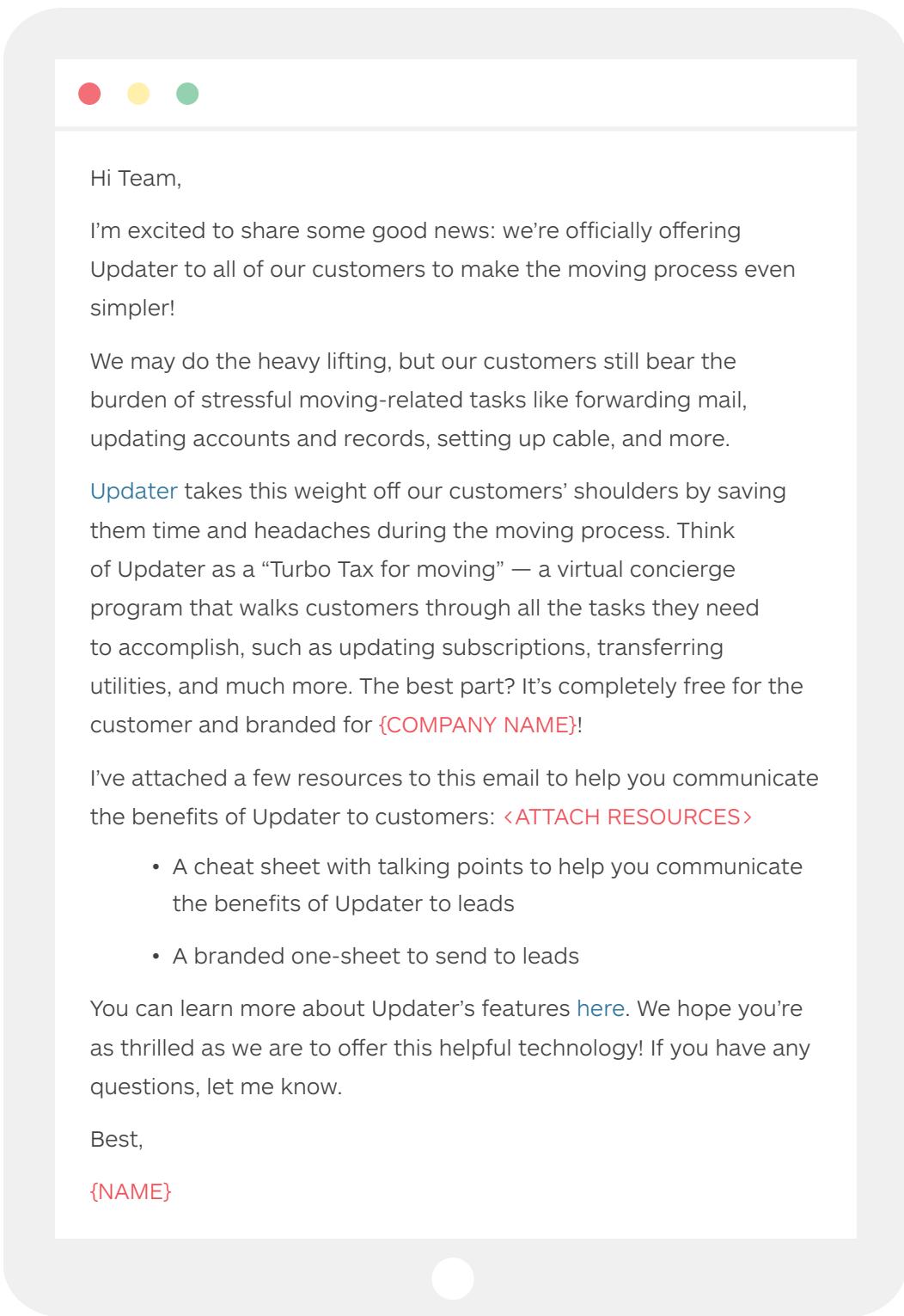


MOVING COMPANY: EMAIL TO EMPLOYEES

A mobile phone mockup displaying an email message. The message is from 'updater.' to 'Team'. It discusses the company's new service, Updater, which helps customers manage moving tasks. It includes a description of Updater's features, attached resources, and a branded one-sheet. It ends with a note about learning more and a signature.

Hi Team,

I'm excited to share some good news: we're officially offering Updater to all of our customers to make the moving process even simpler!

We may do the heavy lifting, but our customers still bear the burden of stressful moving-related tasks like forwarding mail, updating accounts and records, setting up cable, and more.

Updater takes this weight off our customers' shoulders by saving them time and headaches during the moving process. Think of Updater as a "Turbo Tax for moving" — a virtual concierge program that walks customers through all the tasks they need to accomplish, such as updating subscriptions, transferring utilities, and much more. The best part? It's completely free for the customer and branded for {COMPANY NAME}!

I've attached a few resources to this email to help you communicate the benefits of Updater to customers: <[ATTACH RESOURCES](#)>

- A cheat sheet with talking points to help you communicate the benefits of Updater to leads
- A branded one-sheet to send to leads

You can learn more about Updater's features [here](#). We hope you're as thrilled as we are to offer this helpful technology! If you have any questions, let me know.

Best,

{NAME}