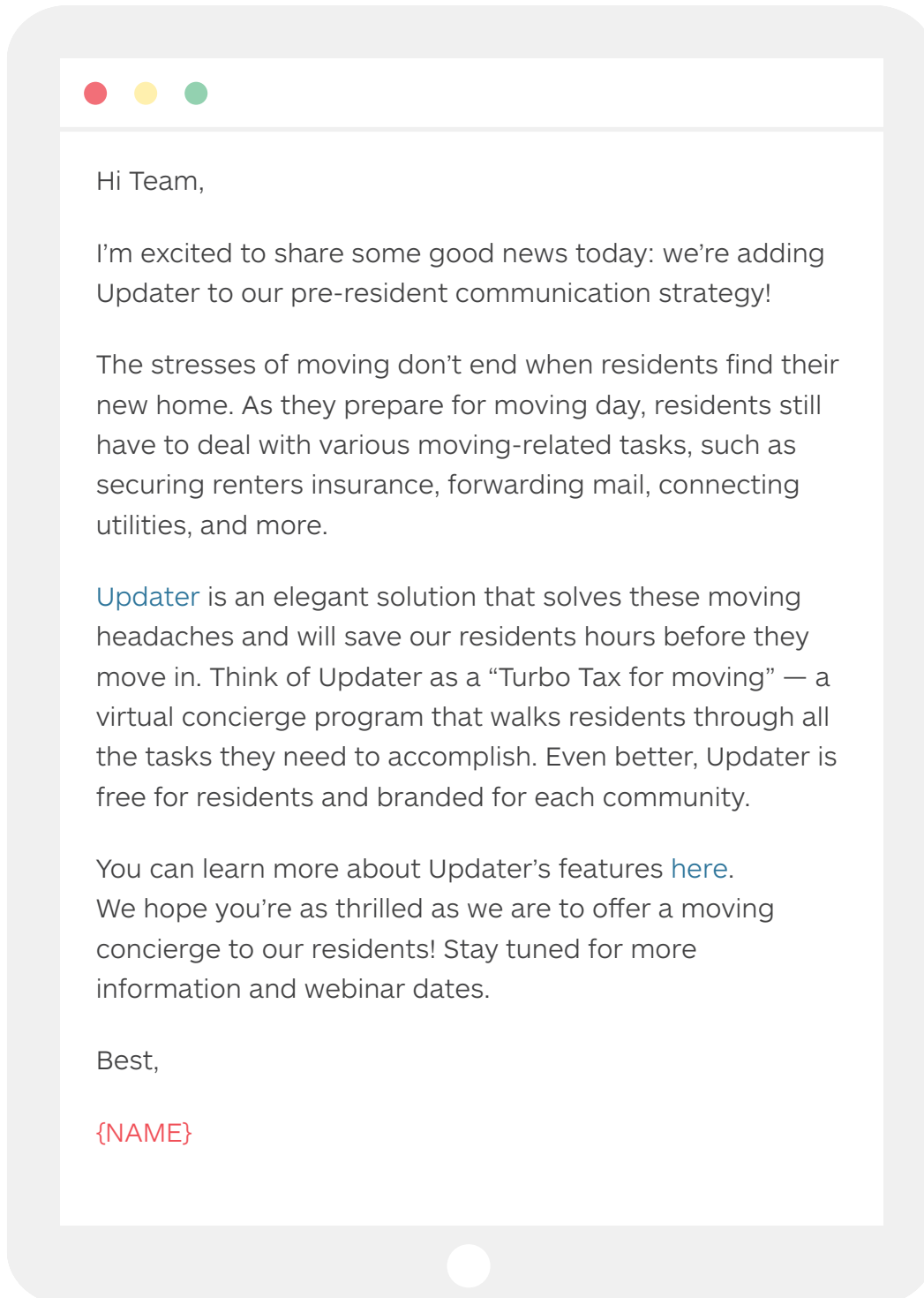


## PROPERTY MANAGER/CORPORATE STAFF TO PROPERTIES/LEASING AGENTS: PRE-ROLLOUT EMAIL



**PROPERTY MANAGER/CORPORATE STAFF TO PROPERTIES/LEASING AGENTS:**  
**POST-ROLLOUT EMAIL**



Hi Team,

I'm excited to share some good news today: we're introducing 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.

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}