

Sample Email Templates

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RENTAL ADVISORS

Sample Email 1

SUBJECT: How To Create A Successful Dallas Apartment Search

Dear John,

I've sent a personalized property report matching your initial request, check your SPAM Folder as it may initially land there.

John, I'm here to help you successfully navigate the Dallas apartment search process

How To Prepare:

- Where would you like to live?
- When will you move, and how much would you like to pay?
- Visit properties and understand the lease application requirements.
- Remember the extras: movers, utilities, renter's insurance.

Be strategic! Successful people make quick business decisions!

Have your documents ready to go, and be prepared to say, "Yes!"

- [Download my handy renters guide to better equip you with your upcoming move.](#)

Savvy apartment shoppers rely on our team to quickly deliver results, and help them save time, and money!

How may we help you save time, and money with your apartment search?

Sample Email 2

SUBJECT: The Top Five Criteria When Looking for An Apartment

Good afternoon John,

Clients have criteria when looking for an apartment, and the top five are:

- Amenities - pool, pets, and play. Residents require a lifestyle experience based on wants and needs.
- Application process/fees - prospects prefer as much information as possible before the tour.
- Location - easy access to work, and play: attractions, entertainment, and shopping.
- Price - clients crave value for their budget, and many properties offer lease incentives, and specials.
- Safety - tenants tend to want to know about safety features on property. Management companies strive to provide a safe living environment for guests, residents, and staff.

John, we work with a portfolio of fine, preferred properties near entertainment featuring custom home finish outs, and resort style amenities.

- [Check out my blog about the top 5 apartment communities in Uptown Dallas with unbelievable amenities.](#)

Stylish living near entertainment, restaurants, and more. We've got you covered!

John, when will you tour your new home?

- [Download my handy renters guide to better equip you with your upcoming move.](#)

Sample Email 3

SUBJECT: Apartment Application, and Approval Process

John,

What is the apartment application and approval process?

You will fill out an application, pay an application fee and an administrative fee to process the lease application, (typically, \$75 application fee per applicant, and \$150 administrative fee to process the application).

What does the application process look for?

Employment, credit worthiness, rental history, and criminal background.

Landlords use the following criteria when screening an applicant:

- Does the applicant have satisfactory leasing or mortgage history?
- Does the applicant have satisfactory work history?
- Does the applicant have adequate income to fulfill the terms and conditions of the lease? (typically 3 times the amount of the monthly rent)

A credit, background check will require a social security number, a photo ID. Information is pulled from credit bureaus by a third-party vendor.

Pets

Landlords may require an upfront deposit; a non-refundable deposit; monthly pet rent. In addition, there may be pet rules, and restrictions: *pet limit; weight limit; breed restrictions; a pet interview; and an extra upfront pet deposit, or fee.*

Approval

Once approved a move date is set. To get the keys to your new home you must have renter's insurance, and utilities set up in your name.

- [Download my handy renters guide that fully explains the lease approval process.](#)

Sample Email 4

SUBJECT: The Top Reasons Apartment Applicants Are Denied

John,

A rental application may come back 'denied.' This doesn't necessarily mean, "No." It could be the landlord needs to "Know," more about you.

Finding a rental can be difficult and time consuming, and once you've found your ideal rental the work isn't over, you still need to secure the lease, and that is where many hopeful renters come undone.

Credit. Landlords look for credit worthiness of applicants. Difficulty covering debt obligations in the past could mean potential problems on rental requirements.

A rental application is an important document, and an opportunity to showcase to landlords careful and diligent attention to obligations. Neatness, and accuracy count when completing legal documents. Remember, have all supporting documents ready to go when filling out the application.

An applicant screening looks for the successful meeting of financial obligations.

If an eviction for nonpayment of rent, or unverifiable rental history appears, you may be denied. If you've met your obligations, bring supporting documentation.

Employment Verification. Have bank statements, offer letters from employers (on company letterhead) and all documentation showing you meet landlord income requirements.

John, a good rule of thumb is income requirements of three times the rental amount. Be safe and consider extra monthly expenses of utilities, renters insurance. The wise apartment shopper will use four times the amount of the rent to allow for the 'extras.'

- [Check out my blog about how to improve your chances of lease approval before you fill out an application.](#)

Sample Email 5

SUBJECT: CHECK LIST: The Top Five Items On Everyone's Check List When Preparing To Move.

John,

Before you pick up the keys to your new home, these are questions, and items on everyone's check list as they prepare to move.

To better assist you with navigating the Dallas apartment hunting world, I've created a ["Renters Guide"](#) to point you in the right direction.

When signing your lease, and before you pick up the keys to your new home, take the time to get answers to questions you may have, as well as those you didn't know to ask.

These questions should help you feel more confident as you prepare to move into your new home:

- Apartment Availability. When is the apartment available? When can I see it? Will it be ready for my move date?
- Parking. Is their adequate parking? Is assigned parking available? What about guest parking? How many parking spaces will you be assigned? Is the parking area monitored?
- Pets: Are pets allowed? Breed restrictions, or limitations? What are the fees, and are any of them refundable?
- Safety. What safety features are in place? How do I deal with noise complaints? How are packages, and deliveries handled?
- Office hours, and general questions. What are the office hours, and is there an emergency number? How are maintenance requests handled?

To get the keys to your new home, remember, you'll need a few things: [renters insurance](#), and [utility setup](#).

[Bill Gharis Agency with Farmers Insurance](#) has been offering competitive rates, and top service to our most cherished clients.

[Mustang Moving](#) is a trusted firm of the right people, doing the right things! (Remember to mention my name for special pricing)

[Ambit Energy](#) offers a selection of rates and plans to meet the needs of our customers.

Sample Email 6

SUBJECT: Signing Your Residential Lease Contract (what's needed)

John,

Ready to sign your lease? You'll need a few things to execute the lease contract and receive the keys to your new home.

I've created a [handy renters guide](#) of needed items to seamlessly start, and complete a successful residential lease contract.

In addition to the items on your check list in the renters guide, you will also need [renters insurance](#), and have [utilities transferred into your name](#) before move-in. Here are some handy links for [renters, auto insurance](#), and [competitive rates for utilities](#).

Our concierge service is more than finding a new home. We save you time, and money. All you have to do is show up to your new home!

REFERENCE ONLY

Sample Email 1

SUBJECT: Instant Access: eBrochure from Tirey Counts

After 20 years of helping over 16,000 Houston renters, I know how important it is to put a great apartment list in your hands as fast as possible. I have found that a very short conversation at the beginning of the process really helps me create a more focused list that meets your specific needs.

This service is totally free, and you even get a rebate that is equal to 20% of what I am paid by the landlord (usually a full months rent). So the service is free, and most clients get a rebate between \$100 to \$500!

After we chat, I will create a customize list of the BEST properties in your search area and price range. I then can check availability to see which properties have openings for your move date.

- [Click below to download my free eBrochure of my favorite apartments in Houston.](#)

I will call you in a jiffy... or feel free to call me.

Go to my website to search available apartments in real time -> <https://apartmentworld.info/>