

Renewal Rewards Program

Dear _____, thank you for residing here at _____ over the
resident name, apartment community
last _____ months. Your current lease is scheduled for renewal on _____. We have prepared
date
this "Renewal Rewards Program" for your consideration. We, your on-site service
management team, sincerely hope you would continue to choose _____ as your
apartment community
place of residence.

In recognition of your preferred status as an existing resident we are offering these Renewal Rewards:

A) Preferred

A renewal incentive chosen from one of the following will be awarded upon your approval of a _____ lease at the competitive market rate of \$_____ per month:
standard lease term \$\$\$

- Weekend at _____
preselected hotel, spa
- Detail clean including window coverings and carpet
- Two ceiling fans including installation
- Other _____
estimated value \$300

B) Premier

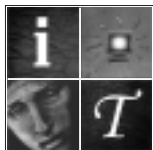
A renewal incentive chosen from one of the following will be awarded upon your approval of a _____ lease at the competitive market rate of \$_____ per month:
1.5 x standard lease term \$\$\$

- New flooring (one room)
- New carpet (one room)
- Intrusion alarm including installation
- Other _____
estimated value \$450

C) Premier Plus

A renewal incentive chosen from one of the following will be awarded upon approval of a _____ lease at the competitive market rate of \$_____ per month:
2x standard lease term \$\$\$

- Floor coverings (two rooms)
- One kitchen appliance replacement (pre-selected)
- Paint throughout (pre-selected colors)
- Other _____
estimated value \$600



Call us (619) 286-2919 or visit our website www.itpartneronline.com

Renewal Rewards Program

These renewal incentives have been pre-selected based upon input received from our residents. Additional individual suggestions are always welcome.

Please indicate your preferences so that we might formalize a tailored lease renewal that best meets your customer needs.

Our Renewal Rewards Program was presented and preferences were noted if renewal is being considered.

date Resident/Customer

date Team Member

Instructions

1. This should be utilized as a tool by one of the onsite team members in a face-to-face appointment with a resident eligible for renewal.
2. Use of surveys and focus group(s) should be employed to identify effective incentives.
3. \$\$ value of incentives should be based upon 20% of the average cost to rent-ready and turn an apartment home at your community.
4. Conduct the renewal appointment with the same professionalism and enthusiasm as you would an initial leasing appointment.
5. Details of Renewal Rewards Program should be understood thoroughly by all on-site team members.
6. All on-site team members (especially service techs) should have Eligibility Cards (see example) to fill out and turn in for residents coming up for lease renewal.



Eligibility Cards

Front Side

Eligibility Cards for "Renewal Rewards"

Your current lease is scheduled to renew on _____^{date}.
Did you know that you are eligible for "Renewal Rewards"?
Would you like one of our onsite team members to contact you
to explain this exclusive program?

Don't miss out on these exciting incentives. Fill out the
information on the reverse side of this card and return it to the
leasing office.

Back Side

**Please have an on-site service
management team member contact
me about "Renewal Rewards"**

Resident Name _____
Resident Address _____
Best time to call _____
Phone Number _____
Cell Phone _____
E-mail Address _____

