

## **MODEL LETTER**

### **Welcome New Residents to Their New Home**

Here's a Model Letter, modeled after one used by marketing expert Lisa Trosien's clients, which you can have your staff adapt and leave for new residents to explain all the things they've done to prepare the unit for the residents' move-in.

#### **HI AND WELCOME TO ABC SITE!**

We personally prepared your apartment for you this week so that you would feel right at home.

We've adjusted the thermostat so that the temperature in your apartment is comfortable when you move in. We left soap, toilet paper, and paper towels for you. And we filled your ice trays with fresh water. We've also left you a move-in gift to welcome you to our community.

A member of our staff will stop by today to bring you water and snacks and to make sure everything is to your satisfaction. If you need us before then, you can call us at (555) 123-4567.

**AGAIN, WELCOME HOME!**