EMAIL 1 (Geared towards rental property owners already working with Rentwell)

EMAIL NAME: BICP. 1

CAMPAIGN: BEST IN CLASS PROTECTION

MAIL TO: All Owners

SEND: ASAP

PREVIEW TEXT: Your properties are an investment in your future and they need protection. How is a property protected? It's through continuous inspection and meticulous maintenance. It's through nipping problems in the bud and ongoing attention and care.

SUBJECT: Now Available! Our Free Guide to Best-in-Class Protection

BODY:

Hello {{contact.firstname}},

Thank you for being a Rentwell client. As a member of the family, I wanted you to be the first to see our new free guide, 'Rentwell's Complete Guide to Best-in-Class Protection.' I'm so excited to send you this valuable new document.

Your properties are an investment in your future and they need protection. How is a property protected? It's through continuous inspection and meticulous maintenance. It's through nipping problems in the bud and ongoing attention and care.

Our team has put together an essential guide to how to protect your rental property investment. Interior and exterior maintenance, cleaning to prepare for new renters, all maintenance (including HVAC), renovations, and other critically important services are all key. The best option? Get them all from one property management company.

This exclusive guide is free and gives you all the information you need to keep your rental property safe and sound and most importantly, profitable. Click here to download your copy.

After you get your guide, don't hesitate to get in touch if you have any questions. We're always here to help you.

Sincerely,

[PM ME, and COMPANY INFO]

EMAIL 2 (Geared towards new leads—think those who have just submitted their email addresses to join their mailing list and learn more)

EMAIL NAME: BICP. 1

CAMPAIGN: BEST IN CLASS PROTECTION

MAIL TO: All Owners

SEND: ASAP

PREVIEW TEXT: Do you know the pillars of best-in-class protection? You invested in property to build an asset portfolio that will give you financial stability and prosperity for the future. But how do you protect your property? It's through nipping problems in the bud and ongoing attention and care.

SUBJECT: Now Available! Our Free Guide to Best-in-Class Protection

BODY:

Hello {{contact.firstname}},

Does your property management company provide every pillar of best-in-class protection? Our new Best-in-Class Protection Guide provides all the information you need to protect your rental property.

Do you know the pillars of best-in-class protection? You invested in property to build an asset portfolio that will give you financial stability and prosperity for the future. But how do you protect your property? It's through nipping problems in the bud and ongoing attention and care.

Our team has put together an essential guide to how to protect your rental property investment. Interior and exterior maintenance, cleaning to prepare for new renters, all maintenance (including HVAC), renovations, and other critically important services are all key. The best option? Get them all from one property management company.

This exclusive guide is free and gives you all the information you need to keep your rental property safe and sound and most importantly, profitable. Click here to download your copy.

After you get your guide, please reach out at any time with questions or if you would like to book a no-obligation consultation. We're always here to help you.

Sincerely,

[PM ME, and COMPANY INFO]