

How to Write an Effective Tenant Communication

You want to establish a healthy working relationship with your tenants, and that requires regular communication. Much of this communication will be delivered in written form. It ensures that tenants have the information they need, in writing, in a convenient place so they can make plans for upcoming events or refer back to previous communications when they need to. You are also more likely to receive timely response from tenants when they receive communications in writing.

Here are some instances in which you might send out communication to all of your tenants:

- Advertise a special tenant event coming up
- Notify tenants of changes in hours for pool, fitness center, and other on-site amenities
- Reinforce rules for use of laundry facilities and other communal areas
- Announce rules for contests or referral programs so tenants are aware of those programs
- Update tenants on construction or landscaping projects in their community

Anytime something changes in a rental community, you should consider writing to tenants. These tenant notifications will make everyone feel included in what's happening in their community. This will go a long way to keeping your best tenants in place and encouraging tenant referrals for new tenants to come into the community.

Gather the Details

Before you start writing a tenant notification, make sure you know exactly what you want to say and what you want this notification to accomplish. Your tenants want to know the important details, and those details must be presented in an appealing, concise manner.

Narrow your message down to one or two sentences, and then start gathering technical information that your clients will need to know. For instance, if you are writing a letter to tell tenants about a picnic you will be hosting in their honor, they will need to know the date, time, and location

for the event. You may also need to include a phone number where they can call with questions. Gather all the pertinent details so you have it ready to include in your notification.

Consider Format

Writing to tenants doesn't always have to mean a formal business letter. You want to deliver the information in the most effective format, and with this type of communication letters don't always work well.

Go back to the example used above. You are sending out notification of a tenant picnic to be held next week. You have determined the date, time and location for the event and have collected all the details for the notification. A formal letter is not going to grab a lot of attention, and you want something that can be hung up in the rental office and on light posts around the apartment complex. So, you decide to go with a flyer that presents the date and time in a prominent position on the page.

If you are writing a notification that crews will be in to repave the parking lot, you would go with a completely different format. You would probably stick with a formal letter in that case, since it is more formal business, in addition to large notification signs at the entrance way of the building. If you were writing a letter to give new operation hours for the community fitness center, you may create a very short letter that tenants can hang on their fridge for reference. Pick whatever is most appropriate and convenient for the information included.

Create Your Skeleton

You now have everything you need to start writing to your tenants. If the words start flowing, go with it and get them on the page. If you don't feel ready to just start writing, focus on creating a skeleton first. This means you put down just the basic information that must be delivered. Don't try to use big words or sound sophisticated. You are simply giving information as if talking to someone sitting right in front of you.

Your skeleton should be in sentence and paragraph form, or should

otherwise fit the format you have chosen for this tenant notification. It doesn't have to be perfect. It just has to deliver the basic information.

Finalizing Your Notification

Once you have the basic information on the page, you can fill out your notification so it catches the eye of tenants and comes off as a friendly communication. You don't want to add a lot of extraneous information, and everything should pertain directly to the subject of this notification.

For example, if you are preparing your flyer to announce that tenant picnic, you would start out inviting everyone to come and identifying what the event is and where it will be held. You would proceed to list some of the activities planned, such as free food, entertainment, or a prize drawing. The ending would be a simple "hope to see everyone there" or something similar. This is warm and inviting while giving out all required information.

Have some fun with your tenant notifications! If you enjoy writing to tenants, your tenants will enjoy reading what you write. Put some humor or personality into letters that are not serious business, and you will make your tenants smile. This is another small way to keep them happy, make them feel a part of the community, and ensure they want to stick around and bring others into the community.

If you have an idea to share, please do!

Posted by **Global Administrator** on 7/27/2012 12:24:22 PM