

Prepare for April 1:

COMMUNICATING WITH RESIDENTS REGARDING RENT FLEXIBILITY AND RENT OBLIGATIONS

We are sensitive to the fact that residents hearing about eviction moratoriums on the news may mistakenly believe that they do not have to pay their rent even if they have not been financially impacted by the pandemic. We encourage members to proactively reach out to their residents in advance of the April 1st rent due date instead of taking a “wait and see” approach.

SAMPLE TALKING POINTS FOR RESIDENT COMMUNICATIONS

-  This crisis is testing all of us. We know that many families are facing financial pressures as businesses have been forced to scale back or close. We’re committed to helping our residents during these trying times to ensure that no one loses the roof over their head if they’re financially impacted by this pandemic.
-  If you have suffered financially because of the outbreak, please contact your property manager. We are all in this together. We are committed to working with our residents, willing to create payment plans and waiving late fees for those directly impacted.
-  For our residents who have not experienced an income disruption from COVID-19, it’s important to understand that all existing rent and related obligations remain in place. We are committed to helping those directly impacted by the pandemic, but we rely on timely rent payments from those who haven’t been affected so we can continue to pay our employees who maintain the cleanliness and safety of our community as well as meet our financial obligations like mortgages, tax and insurance payments.
-  We also know that many of you are working from home. Please let us know if there is anything we can do to make this transition smoother.