

Sample Talking Points in Advance of April 1

- 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.
- In addition, we may be able to help you identify resources offered by federal, state and local governments – as well as community organizations – to help you secure financial assistance, food and healthcare. To that end, the federal government is committed to providing significant resources to support those affected by the crisis. This includes a major expansion of unemployment benefits, direct payments to Americans, small business payroll loans and grants and a variety of other types of financial assistance. We hope that these support mechanisms will help make your household finances work.
- We are all in this together, so we are halting rent increases for the next 90 days to help residents weather the crisis.
- 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.
- While we are all weathering this, we are heartened by the stories of neighbors helping one another – from grocery shopping to checking in on each other. Communities working together to stay safe is what will get us through this crisis, and we are here for you. The steps we're taking will safeguard this community and we appreciate your willingness to help.

If you want to elaborate on the need for unaffected renters to continue to pay their rent, we offer two options.

- [For large property owners] In addition to your well-being, we're also concerned over the long-term ramifications of this public health crisis. As a business, we have several financial obligations to meet including mortgages, utilities [if applicable], insurance and taxes. We're also proud to employ [SPECIFIC FIGURE] people and are working hard to keep them on the job. There is much uncertainty right now, but we will do our best to ensure that we all remain safe. It's important that you do your part by continuing to pay your rent on time – again, there are resources for those of financially impacted by COVID-19 – and adhering to any safety requirements we have to put in place. Thank you for working with us during this crisis.
- [For smaller property owners] In addition to your well-being, we're also concerned over the long-term ramifications of this public health crisis. As a small business, we have several financial obligations to meet including mortgages, utilities [if applicable], insurance and taxes. There is much uncertainty right now, but we will do our best to ensure that we all remain safe. It's important that you do your part by continuing to pay your rent on time – again, there are resources for those of financially impacted by COVID-19 – and adhering to any safety requirements we have to put in place.