

**Category: Initial message from PMs to their landlords. Send this email to all your property owner's now.**

SUBJECT: When Bad Things Happen to Your Good Tenants

Dear !first\_name!–

As you know, one of the worst situations you can face is when bad things happen to your good tenants.

Fortunately, there's something brand new available you'll be interested in. Starting at less than **\$1 per day**, you can be protected for:

- up to **12 weeks** of lost rent.
- up to **\$7,000** eviction court and legal costs.
- up to **\$50,000** for malicious damage by tenants.
- and much more...

This coverage is called Scheer Landlord Protection provided by SureVestor, and the insurance is available now!

Just visit the SureVestor website ([www.SureVestor.com](http://www.SureVestor.com)), choose the plan that suits you by clicking on '**Pick a Plan**'. If you're interested, simply let me know and I can arrange coverage on your behalf and see that the premium is paid from your rental proceeds.

All our best,  
!signed!

**NOTICE:** Insurance coverage is effective when issued, for which the insured will receive a certificate of insurance stating the effective date. SureVestor is working with your [the] professional property manager to facilitate certain transactions. All insurance-related matters will be handled by SureVestor, a licensed insurance agency. All parties acknowledge that your [the] property manager is not a licensed insurance agency, and cannot underwrite, issue, or perform insurance-related services.

**CATEGORY: MESSAGE 2 for PMs to send their LANDLORDS 10-14 days after first email.**

SUBJECT: It's Our Duty to Inform you

Dear !first\_name!,

Did you get the email I sent you about SureVestor and their new *landlord risk* insurance?

I'm following up because it's the first time I've ever seen anything like this, and it's my job to help you protect yourself from risk wherever possible. For less than \$1 per day, landlords can be protected from loss of rent, eviction costs and malicious damage.

For more information, go to their website at [www.SureVestor.com](http://www.SureVestor.com) and check out their Pick A Plan or to speak with someone about the coverage call (800) 975-0562. If you're interested, simply let me know and I can arrange coverage on your behalf.

If you don't want coverage, simple reply to this email '**No Thanks, I am electing to self-insure**' as it's important to us that we know of your preference.

Respectfully,  
!signed!

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**CATEGORY: MESSAGE 3 for PMs to send to LANDLORDS**

SUBJECT: Decision Requested

Dear !first\_name!,

As our duty of care to you, we have informed you of SureVestor's landlord protection insurance in a previous email. It's important to us that we know of your preference, so if you don't want coverage, please reply to this email and type **'No Thanks, I am electing to self-insure.'**

If you do want this valuable coverage, please visit the SureVestor website at [www.SureVestor.com](http://www.SureVestor.com) and choose the plan that suits you. Email me your preference and I will send it in to SureVestor for you, and see that your premium is paid from your rental proceeds.

If you've already replied to an earlier email and got this email in error, please accept our apology and thanks for the reply!

All my best,

!signature!

PS - As always, I'll keep my eyes open for more information you'll find helpful.

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**CATEGORY:** Message for PMs to send their landlord clients at the time the renter's lease is expiring.

SUBJECT: Before you sign a new tenant...

Dear !first\_name!,

I see your lease with [NAME OF LEASEE] is expiring soon and, before you sign with a new tenant, I wanted to remind you about the Scheer Landlord Protection Insurance by [SureVestor](#).

While we do everything we can to screen every applicant, no process is foolproof. Add to that the fact that even great tenants can have bad things happen, and suddenly their problems become your problems.

Remember, starting at a \$1 per day, you can be protected for:

- up to **12 weeks** of lost rent.
- up to **\$7,000** eviction court and legal costs.
- up to **\$50,000** for malicious damage by tenants.
- and much more...

Please visit SureVestor's website at [www.SureVestor.com](http://www.SureVestor.com), click on the "Pick a Plan" button at the top of the page, choose the plan that suits you, and let me know. I will be happy to help you request for cover!

All my best,  
!signature!

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**Category:** Alternative Initial Email if you have an Eviction Protection Program or a Rent Guarantee Program

SUBJECT: Important – Eviction Protection Program Notice

Dear !first\_name!–

As you know, part of my job is to help protect you from risk. That’s why I’ve become personally involved in bringing you something brand new.

Starting at \$1/day, you can now buy *far* more comprehensive insurance coverage than our existing Eviction Protection Program provides you. This new plan covers you for:

- up to **12 weeks** of lost rent.
- up to **\$7,000** eviction court and legal costs.
- up to **\$50,000** for malicious damage by tenants.
- and much more...

You've been paying \$[ADD YOUR DAILY RATE HERE]/day for our Eviction Protection Plan. We suggest you consider the coverage available through Surevestor as a better alternative.

Please visit the SureVestor website at [www.SureVestor.com](http://www.SureVestor.com), click on ‘Pick a Plan’ at the top of the page, and choose the plan that suits you. Simply let me know your preference and I can arrange coverage on your behalf and see that the premium is paid from your rental proceeds.

Thank you.

All my best,

!signed!

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