
CHANNEL GUIDE · 2 OF 4

Email

The channel that keeps working after the visitor closes the tab. This guide follows one prospect email thread end to end, then shows the renewal and payment emails your residents receive, and what your team sees behind both.

Prospect nurture

Renewals

Payment reminders

Reply handling

THE SHORT VERSION

A thread, not a blast, and it **answers back**

Most property email is one direction: a template goes out, and whatever the renter writes back lands in an inbox nobody watches. Betterbot email is a conversation. The assistant sends the first message, reads the reply, answers the actual questions in it, and logs the whole thread on the guest card.



For prospects

A renter who filled in a listing form gets a personal answer to what they actually asked, plus a route to pricing and a tour. If they reply, the assistant replies again.



For residents

Lease renewal notices on a schedule, and payment reminders that step up in tone as the balance ages. Both are recorded against the resident and the lease.

Where an email thread starts

LISTING SITE

A renter fills in a form on Apartments.com, Apartment List or a similar ILS, never touching your website.

YOUR PMS OR CRM

The listing site delivers the lead into Entrata, Yardi, RealPage or whichever system you already run.

BETTERBOT

Reads new leads out of the PMS, keeps the ILS recorded as the source, and sends the first email.

YOUR OWN SITE

A widget form or a chat conversation on the property website.

BETTERBOT

Captured directly, with no PMS round trip. Same guest card, same nurture, different door.

The example in this guide arrived as an **ILS-sourced guest card**: name, email, phone, bedrooms, move-in date, pets, and a free-text comments box. The renter wrote three questions into that box. Every one is answered in the first reply.

1

The first email a prospect receives

Interested in The Lola, Nadia? I'm Here to Help!

The Lola <leasing@thelola.com>
to me · Aug 26, 2026, 8:50 AM

Hi Nadia,

Thank you for your interest in **The Lola**! We welcome dogs and allow up to **2 pets per apartment**. For your **35 lb rescue dog**, please note there is a **\$400 refundable deposit** and a **\$200 non-refundable fee** per pet, with a **monthly pet rent of \$50**. We also offer **multiple dog parks on site** for your dog's enjoyment.

Covered parking is available with garage parking fees ranging from **\$75 to \$225** per month, depending on the space.

Our **application process** is *online only*, with a **\$125 application fee**. You can start your application anytime on our [website](#).

We have **1-bedroom floorplans available**, and we'd love to invite you to **tour the community** and see the options. Please let us know if you'd like to **schedule a visit** and confirm a time.

We'd love to stay in touch via **text message** so you don't miss important updates. **May we text you about leasing opportunities and community updates?** Message and data rates may apply.

Best regards,
The Lola

1221 S. Congress Ave, Austin, TX 78704

If you no longer wish to receive these emails please [unsubscribe here](#). BetterBot, 3423 Piedmont Rd NE Atlanta, GA 30305-1751
Automated email generated by AI. Please review the content carefully and verify any important information.

Received in a real Gmail inbox. The property is shown under a demo name and the sending address is masked; the message itself is untouched.

FRONT STAGE

What the renter asked

Three questions in one free-text box: the pet policy for a 35 lb rescue dog and what dog amenities are on site, what covered parking costs, and how the application process works.

WORTH POINTING OUT

Every figure came out of the property record, not a template. The footer carries the unsubscribe link, the physical address and a line stating the message was generated by AI — that disclosure ships by default.

What came back

- ✓ **The pet answer, in numbers.** Two pets per apartment, a \$400 refundable deposit, a \$200 non-refundable fee per pet, \$50 a month in pet rent, and the dog parks on site.
- ✓ **The parking range.** Covered and garage parking at \$75 to \$225 a month, depending on the space.
- ✓ **The application, plainly.** Online only, with a \$125 fee, and a link to start it.
- ✓ **Availability, then a tour.** One-bedroom floor plans confirmed, then an invitation to visit and confirm a time.
- ✓ **An explicit consent request** before any text message.

2 The renter replies, and so does the assistant

This is the part a template cannot do. We replied to the first email from the inbox with a question that had never been mentioned. The assistant read the reply, answered it, and the answer was in the inbox one minute later.

WHAT WE SENT

One more question – how long does the application usually take to process, and what do I need to have ready when I apply?

Sent from the inbox at 9:09 AM, in the reply box of the first email. No form, no portal, no new address.

WHAT CAME BACK

Timing

Applications are reviewed promptly once submitted; processing times vary.

What to have ready

Identification, proof of income, and rental history.

Next step

An open offer of help getting started, in the same thread.

Note what it did not do. It gave no invented turnaround time, because the property record does not carry one — and it still answered the half of the question it could.

Interested in The Lola, Nadia? I'm Here to Help!

The Lola <leasing@thelola.com>
to me · Aug 26, 2026, 9:10 AM

Hi Nadia,

Thank you for your question! While processing times can vary, applications are typically reviewed promptly once submitted. To apply, please have your identification, proof of income, and rental history ready to ensure a smooth process.

If you have any other questions or need help getting started, feel free to reach out!

Best regards,
The Lola

1221 S. Congress Ave, Austin, TX 78704

If you no longer wish to receive these emails please [unsubscribe here](#). BetterBot, 3423 Piedmont Rd NE Atlanta, GA 30305-1751
Automated email generated by AI. Please review the content carefully and verify any important information.

The reply in the inbox, timestamped 9:10 AM — one minute after the question was sent.

SAME THREAD, SAME ADDRESS

The renter never left their inbox. No portal, no form, no new sender — they hit reply on the message they already had, and the answer came back to the same place.

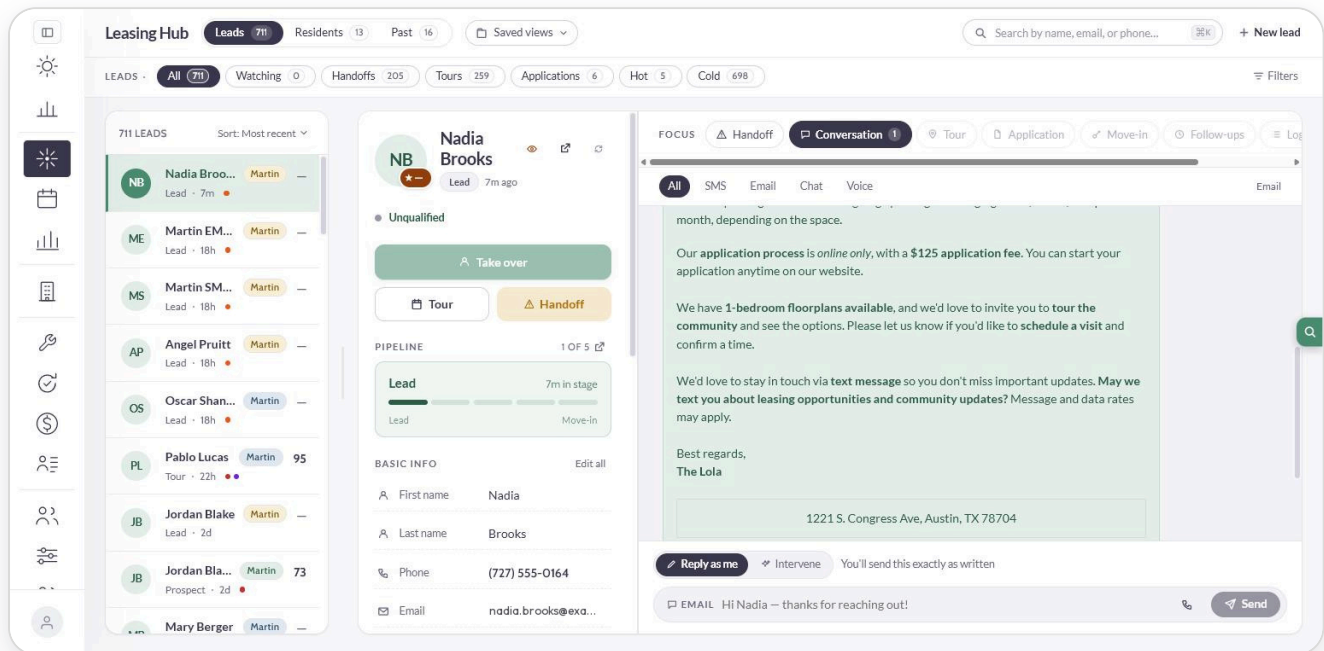
WHY THIS IS THE HARD PART

A drip campaign can send. Reading an unprompted reply, working out what was asked, and answering it from the property record is what separates a thread from a blast.

BACK STAGE

Your team sees the whole thread without opening an inbox

Nothing about this conversation lives in a mailbox somebody has to remember to check. It is a guest card in the Leasing Hub, with the messages and the controls in one place.



Leasing Hub, leads board, guest card open on the email conversation.

STAGE

Lead · 1 of 5

Seven minutes old, and the assistant is still qualifying

CHANNELS

All four

Email, SMS, Chat and Voice filtered on one card

Reply as me and **Intervene** sit under the thread. A leasing agent can take the conversation over mid-thread and the renter keeps replying to the same address. The channel filter above the thread separates SMS, Email, Chat and Voice for the same person.

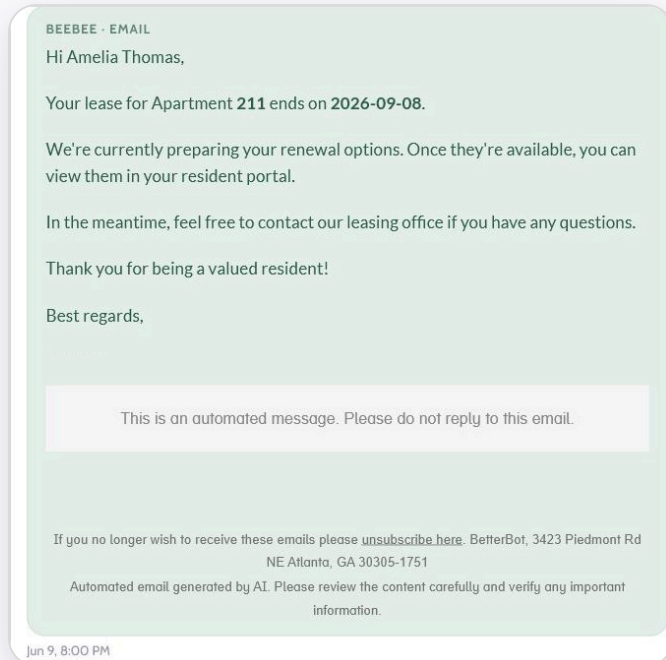
AI WORKS. HUMANS MONITOR. 24/7

The AI never works unwatched: a live Betterbot team monitors every conversation it has, around the clock, and steps in the moment one needs a person.

3

Renewal email, sent on the lease calendar

Ninety days before a lease ends, a renewal case opens by itself and the first email goes out. No one has to run a report to find who is expiring.

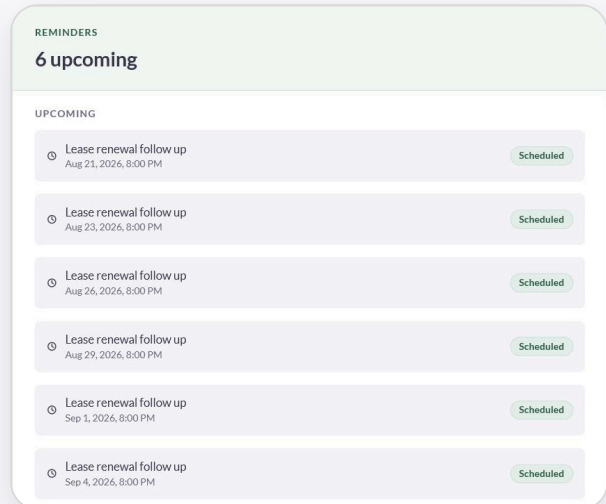


The renewal notice as sent, on the resident record.

IT OPENS THE CONVERSATION, NOT THE NEGOTIATION

The first message tells the resident their lease end date and that options are coming. It does not quote a number — pricing stays with a person until the offer is deliberately recorded.

BACK STAGE



Six renewal follow-ups already scheduled ahead.

The cadence is visible before it runs, so an onsite manager can see exactly what a resident is going to receive and when. Sent items drop into the Past list with a timestamp.

Renewal messages and their cadence are editable and custom tailored per client.

4

Payment reminders that escalate

BEEBEE · EMAIL

Hi Amelia,

This is a friendly reminder that your payment of \$2,178.33 for Apartment 211 is due on April 9, 2026.

Please ensure your payment is submitted on or before the due date. You can make your payment through the Resident Portal or your preferred payment method.

Thank you,

This is an automated message. Please do not reply to this email.

Apr 9, 7:25 AM

BEEBEE · EMAIL

Hi Amelia,

Just a quick reminder that you have a balance of \$2,328.33 for Apartment 211 that is due today, April 9, 2026. Please submit your payment by the end of the day. If you've already made your payment, thank you!

You can visit the Resident Portal anytime to manage payments or review your account balance.

Thank you,

This is an automated message. Please do not reply to this email.

Apr 9, 8:07 AM

BEEBEE · EMAIL

Hi Amelia,

Our records show you have an outstanding balance of \$2,328.33 for Apartment 211.

Please submit your payment as soon as possible. If you've recently made this payment, please allow 24-48 hours for it to be reflected.

You may access the Resident Portal at any time to manage your payments or check your balance.

If you have any questions or need assistance, don't hesitate to reach out.

Thank you,

This is an automated message. Please do not reply to this email.

The same resident, three stages, on the conversation log.

Each stage is a separate send on the same record, so the history reads in order and nothing is overwritten.

One balance, three different messages. The tone moves from a courtesy reminder to a request for action, and every one names the balance and the unit it belongs to.

Pre-due

A friendly reminder that the payment is due on a stated date, with the portal as the route.

Due date

A quick reminder that the balance is due today, with a thank you if it has already been paid.

Overdue

Records show an outstanding balance, submit as soon as possible, 24 to 48 hours allowed for a recent payment to clear.

THE LINE THAT MATTERS

No stage threatens, names a fee, or asserts a legal consequence. Money messaging is where automated email gets properties into trouble, and this ladder stays inside informational language throughout.

Payment reminder wording, stages and timing are editable and custom tailored per client.

BACK STAGE

The case behind the renewal emails

ASHFORD · LEASE ENDS SEP 8, 2026 · 17D OUT

Apt 211 · Amelia Thomas

Legal notice floor passed — NY requires renewal terms 90 days before lease end. Needs human attention.
DISPLAYABLE GUIDANCE ONLY — NOT LEGAL ADVICE.

● NEGOTIATING

UNDECIDED

● 47

RENT
\$1,300/mo

TERM
5 months

STARTS
Apr 9, 2026

ENDS
Sep 8, 2026

INTENT

Mark renew

Mark vacate

Reset

Record offer

Lease details

Open in Leasing Hub

OFFER LOG — RECORD-KEEPING ONLY, NOTHING SENDS FROM HERE

SENT

 EMAIL · sent Jul 10, 12:59 PM · valid until Aug 1, 2026

Hi Amelia, we'd love to have you stay! We're offering a renewal at \$1,300/month if you sign before the end of the month. Reply here and I'll send the paperwork.

Accepted

Declined

Withdraw

Renewals board, one case open.

It stops itself when the law is involved

New York requires renewal terms 90 days before the end date. That window has passed, so the case carries a red banner reading *needs human attention*, marked as displayable guidance and not legal advice.

The offer is a record, not a trigger

The offer log is labelled **record-keeping only, nothing sends from here**. Sending stays a deliberate act. The log holds what was offered, when, and until when.

The score explains itself

Retention is 47 out of 100, and the panel names its own inputs and weights: payment standing 40%, maintenance load 15%, tenure 20%, sentiment — a weighted heuristic, not a churn prediction.

BOUNDARIES

What the email channel will and will **not** do

It will

- ✓ Answer a free-text question from a listing form, by name, on the first send
- ✓ Read an inbound reply and answer the new questions in it
- ✓ Carry facts forward across the thread without being reminded
- ✓ Run renewal and payment sequences off the lease and ledger dates
- ✓ Ask permission before adding a text message channel

It will not

- Invent a price, a turnaround time or a floor plan detail it does not have. It says so plainly instead of guessing.
- Send a renewal offer from the offer log. That surface records, it does not dispatch.
- Proceed quietly past a legal notice window. The case is flagged for a person.
- Hide that it is automated. Every message carries the AI disclosure and an unsubscribe route.

Everything above is visible in the screenshots in this guide. None of it is a claim you have to take on trust.

IN SUMMARY

The follow-up that normally never **gets written**

A listing enquiry answered in detail within minutes. A reply to that reply, answering three fresh questions and remembering a move-in date nobody repeated. A renewal sequence running off the lease calendar with a legal guardrail in it. A payment ladder that escalates in tone and never in threat. All of it on one guest card, all of it visible to the onsite team.

What email settles alone

Listing enquiries, pet and parking and fee questions, application timing, renewal notices, payment reminders, and the whole back and forth in between.

What it hands to a person

Anything it does not have data for, any renewal past a legal notice window, and any thread an agent chooses to take over.

Next in this series: Voice and SMS. Same assistant, same data, same records.