Lease Renewal Scripts

From the Chimi Rental playbook (chimirental.com/playbook). This is a starting point that we use for our own rentals, shared as-is and without warranty. It is not legal advice. Adapt it to your state, city and situation, and have a local attorney review anything that affects someone's tenancy or money.

Ask for a time

Hi [Name], do you have a few minutes this week for a quick call? I'd like to talk about renewing your lease.

The call

Hi [Name], how are you doing? Thanks for making time.

First, thank you for [pick what's true: "taking such good care of the house; it looked great when we visited" / "always paying on time" / "letting us know about problems early"]. We really appreciate it.

We'd love for you to stay. Our standard is a $[50] increase at each renewal, but we'd rather give you options, with a better rate the longer you stay:

- 1-year renewal: +$[50]/month, so $[____]
- 2-year renewal: +$[30]/month, so $[____]
- 3-year renewal: +$[20]/month, so $[____]
- [4-year renewal: +$[10]/month, so $[____]]

Do you have any questions about the options?

You don't need to decide now. Talk it over with [household], and let me know by **[date]**. I'll text you the options so you have them in writing. Once you decide, I'll send the renewal over for e-signature.

Written recap (same day)

Hi [Name],

Thanks for taking the time to talk today! Here are the renewal options we discussed:

- 1-year renewal: $[____]/month
- 2-year renewal: $[____]/month
- 3-year renewal: $[____]/month

[Pet rent stays at $[__]/month.] Please let me know your choice by **[date]**, and I'll send the renewal for signature.

Again, we really appreciate you taking care of the home. We look forward to many more good years with you!

[Your name]

Follow-up (no answer by the date)

Hi [Name]! Have you and [names] had a chance to think about the renewal options? As a reminder: 1) [option], 2) [option]. Let me know what you decide, and I'll send the renewal form to your email.

Counteroffer (once, if they push back)

Good morning [Name]. I went back to see what I could do. The best we can offer is **$[] rent + $[__] pet rent = $[]/month** if you renew for [2] years. That's our best offer.

Whatever you decide, we really appreciate how you've taken care of the home. Let me know if you have any questions.

Referral offer (if they're not renewing)

Thanks for letting us know, [Name]. One thing that might help: if you refer someone who applies, qualifies under the same criteria you did, and signs a lease to move in when you move out, we'll take $[200–300] off your last month's rent.

Raising rent to market

Thank you for being such a great tenant. Here's where things stand: you're paying $[current], and similar [beds]-bed, [baths]-bath homes nearby are renting for about $[market]. Here's the report [Rentometer or comparable listings]. We need to move closer to that over time, and we'd like to do it in a way that works for you. Two options:

- **Option 1 (recommended):** $[____]/month on a 12-month lease, and we'll [improvement: e.g. "replace the wall unit with central AC" / "redo the front yard and add a fence"].
- **Option 2:** $[____]/month on a [6]-month lease, with everything staying as it is. At the next renewal we'd adjust again toward the market rate.

Take your time, and let us know by [date]. We'll send the paperwork once you've decided.