

AI lease renewal sequence template

A 3-Touch messaging framework to increase retention with conversational AI agents

This asset is designed for enterprise property operators to map out how an AI Communication Agent can support and automate resident renewal outreach: timing, message type, and escalation logic.



Touchpoint 1: Early intent & information

Timing: 60–75 days before lease expiry

Channel: SMS or email

Purpose: Open the door early, reduce surprise, gather soft intent

Message sample (AI-Generated):

Hi [First Name], your lease at [Property Name] ends on [Date].

We'd love to have you stay. Let us know if you're planning to renew, or if you have questions about your options.

Reply "Renew" to keep things simple

Ask a question anytime, we're here.

AI action:

- Logs response (intent to renew, decline, undecided)
- Routes "questions" to knowledge base or leasing staff as needed
- Reminds tenant about renewal window timeframe

Touchpoint 2: Reminder + offer (Optional)

Timing: 45–50 days before expiry

Channel: Email + SMS follow-up if no response

Purpose: Reinforce options, provide clarity, offer optional incentives

Message sample:

Still deciding about your lease renewal? Here's a quick summary of your options:

- Renew for 12 months: [Insert terms]
- Month-to-month: [Insert terms]

Questions? Just reply to this message, our system can help 24/7.

AI action:

- Answers common lease questions automatically
- Escalates special cases to leasing manager (e.g., negotiation)
- Tracks open/click/response behavior for intent scoring



Touchpoint 3: Final Reminder + Escalation Path

Timing: 30–35 days before expiry

Channel: SMS + Email

Purpose: Clarify deadline, reduce uncertainty, escalate where needed

Message sample:

Just a heads-up: your lease ends on [Date], and we'd love to plan ahead.

Please confirm your plans or reach out if you'd like to talk.

Need help with your options? Tap here to connect with our team: [CTA]

AI Action:

- Pushes “undecided” tenants to a human workflow
- Logs final renewal intent
- Provides data back to portfolio leasing dashboard

Tips for Implementation

Start with 1–2 test properties before rolling portfolio-wide

Ensure your AI agent is trained on building-specific lease terms, escalation logic, and CRM integration

Pair messaging with tone that aligns to your brand (e.g., warm and conversational, or efficient and direct)

This simple sequence, **run by an intelligent agent**, can drive measurable increases in lease retention while giving your team time back to focus on high-value work.