

Owner Email

Value Add

Use this message when you're implementing FilterSync as a value-add at no additional cost to the owner. The goal here is to reassure them this is a preventative service designed to reduce expenses and liability

Hi [Owner Name],

We're implementing a new preventative system called FilterSync to help protect your HVAC investment and reduce the risk of costly repairs.

FilterSync ensures tenants replace their air filters on schedule by sending automatic reminders, requiring real-time photo verification, and escalating if they don't comply. It closes the gap between tenant responsibility and actual follow-through.

There's no added cost to you, this is a value-add we're including. It's part of how we're proactively managing your property to reduce your long-term maintenance expenses, extend your HVAC's lifespan, and eliminate disputes over filter-related damage.

(Optional) You'll receive confirmation every time a filter is verified, giving you full transparency and peace of mind. If the tenant fails to comply, a technician is dispatched at their expense.

No more guesswork. No more filter-related breakdowns. Just proactive protection for your property.

Let us know if you have any questions, otherwise, no action is needed.

Thank you,

[Your Name]

[Your Company Name] [Your Email & Phone]

Fee Option

Use this version if you are adding a monthly or annual fee to the owner for FilterSync. This version highlights the value and savings, while being transparent about the charge and positioning it as preventative protection.

Hi [Owner Name],

We're adding a new layer of protection to your property by implementing FilterSync, a system that automates HVAC filter compliance and prevents costly damage caused by tenant neglect.

FilterSync sends time-based reminders to tenants, verifies each filter change with AI-analyzed photos, and escalates when they fail to comply. It's a complete compliance tool that helps prevent repairs, improves tenant accountability, and protects your investment.

We're adding this small fee as a **[monthly/annual] line item of \$[amount]**, which helps eliminate a leading cause of HVAC breakdowns, dirty or unchanged filters due to tenant negligence.

Considering 75% of HVAC repair calls are due to clogged filters, this small investment helps avoid unexpected repair bills, reduces technician dispatches, and keeps your system running longer.

You'll receive confirmation every time a filter is changed, giving you visibility and assurance that the property is being properly cared for.

Let us know if you have any questions, we're confident this will reduce your long-term maintenance costs and improve your experience as an owner.

Thank you,

[Your Name]

[Your Company Name] [Your Email & Phone]