Dear [COMMUNITY NAME] Residents,

Our hearts go out to all who will experience hardships as a result of the COVID-19 pandemic. The National Apartment Association (NAA) is pleased to see the U.S. government pass the recent stimulus package, offer forbearance on student loans, and address assistance that could benefit all residential renters including those in student housing, traditional apartments and single-family rentals.

The economic impact of COVID-19 affects everyone, including the apartment industry.  Student housing, in particular, is experiencing unprecedented times due to the confusion caused by university dorm and other on-campus housing closures. With nearly all universities moving to some form of online education, NAA would like to help clarify the role of off-campus student housing during this unique crisis.

* Off-Campus communities operate independently from universities and were designed to offer freedom for their residents without being impacted by university rules, regulations and decisions.
* Owners and operators of off-campus communities are contractually obligated to house their residents during the entire lease term.  University closings do not influence this obligation.
* Students have the liberty to come and go throughout their lease term.  Unlike dorms and on-campus housing, residents of off-campus communities do not have to move out during school breaks or summer, and in this unprecedented pandemic, they do not have to move out.
* Many student residents have chosen to stay in their apartment instead of returning home to avoid additional risk of infection with parents and other family members who may be in high-risk categories.

NAA is working with members to encourage flexibility in making payment arrangements, easing or eliminating late fees and suspending evictions due to non-payment to ensure all residents continue to have a place to call home. If you have suffered financially because of the outbreak, please contact your property manager and allow them the opportunity to work with you.  If you have not experienced an income disruption from COVID-19, it’s important to understand that all existing rent and related obligations remain in place.  Our members are committed to helping those directly impacted by the pandemic, but they rely on timely rent payments from those who haven’t been affected.

We are urging all residents to follow the Centers for Disease Control (CDC), World Health Organization (WHO) and state and local officials for guidance on precautionary measures, including hand washing, social distancing and self-quarantine. Our [maintenance, janitorial, etc.] staff has given great attention to cleaning frequently touched building components such as [handrails, door handles, elevator buttons, trash and recycling chutes, fitness center, etc]. You may also notice additional preventive measures, including: [Insert other precautionary measures, including: hand sanitizer stations, limited office hours, new package delivery procedures, online rental payments, etc.].

We will keep residents updated as needed. Please contact us at [INSERT CONTACT INFO] if there are questions, or you wish to share information.  
  
We hope that you will remain well and safe during this challenging time.  
  
Regards,  
  
[MANAGEMENT COMPANY]