

DATE: September 2005

ATTN: Leasing Manager

## *A Very Special Offer for Your Residents*

As one of the properties I regularly do business with, I'd like to share a unique OPPORTUNITY with you. It's a great **perk** for you to offer prospective tenants while creating **good will** with current residents. I'd like to offer a **Resident AVON Discount Card** especially for YOUR property (a sample is shown below).

Using the discount card is simple—just for living in your apartment community, residents will automatically be entitled to a **10% discount off EVERY order** they place with me. The Resident Discount Card can be promoted to current residents – by distributing professionally-designed door hangers, or including them with your community newsletter – and, to new residents via your "welcome" packets.

### **EXAMPLE:**

<b>OUR COMMUNITY</b>	
■ Resident AVON Discount Card ■ <small>holders of this card qualify for 10% off EVERY ORDER for as long as they remain residents of OUR COMMUNITY.</small>	
Name: _____	Unit #: _____
Telephone: _____	
<i>Only valid for orders placed with Pam Vozza, Ind Avon Rep.</i>	
<b>Call to activate your Resident Discount Card today and request current catalog: (602) 614-3997</b>	

As a Resident Discount Card-holder, your residents will:

- Be able to purchase Avon's award-winning products from the convenience of their own home;
- Receive my personal service, including direct-delivery, samples, and notification of special offers;
- AND... as a "perk" of living in your community, will receive a special discount off of EVERY order they place with me... *for as long as they remain residents of your community!*

**BONUS!** If your community implements this program property-wide, staff members will also be able to take advantage of this unique discount program!

**TO GET STARTED.** If this sounds like a **benefit program** you would like to take advantage of on behalf of your residents, I'd like to have your permission to distribute flyers to your community in the next week or two. These can either be a.) distributed with communications that you already send to your community, or b.) I will get my team out there to leaflet your community (whichever you prefer). I will also be happy to provide you with flyers to include in your "welcome" packets.

Please call me at (602) 614-3997 to get started today and let me know the following:

1. Community Name? \_\_\_\_\_
2. Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_
3. How many units are in your community? \_\_\_\_\_
4. Would you like my team to distribute flyers? **YES** or **NO**
5. Or, would you prefer that I provide flyers to be included in your resident communications (such as a monthly newsletter)? **YES** or **NO**
6. How many flyers you would like to have on hand for "welcome" packets? \_\_\_\_\_

**Thank you for continuing to support local businesses like mine... I look forward to servicing your community!**

*Pam Vozza*