Introductory Email

Use this email to introduce residents to Esusu Pay and Affirm for rent, explain how they can split rent into two payments with no interest and no hidden fees (subject to eligibility).

Subject: Introducing Affirm for rent via Esusu Pay.

Hi {{First Name}},

We have partnered with Esusu to give you access to tools that help you build credit, strengthen your financial wellbeing, and access more flexibility when it comes to paying rent.

Introducing Affirm through Esusu Pay

Eligible renters can apply to split one month's rent into two interest-free payments with Affirm through Esusu Pay.

Whether you're aligning rent with your paycheck or navigating a tighter month, Affirm through Esusu Pay gives you another way to manage your rent.

How it works

1. Visit Esusu online and create your account.
2. Complete a quick application to see if you're eligible (no hard credit check).
3. If approved, we get paid in full, and you repay Affirm in two smaller payments with 0% interest and no hidden fees.

Your Esusu Membership includes

- **Affirm through Esusu Pay:** Eligible renters can apply to split one month's rent into two interest-free payments with Affirm through Esusu Pay.
- **Rent Reporting:** Get your on-time rent payments reported to all three major credit bureaus to help build your credit history.
- **Extended Rental History:** Eligible renters can report up to 24 months of past rental payment history.
- **1:1 Financial Coaching:** Meet with certified financial coaches at no additional cost.
- **Credit Monitoring & Insights:** Track your credit score and receive personalized tips to help you build stronger financial habits.
- **Financial Tools & Marketplace:** Access exclusive offers, educational resources, and financial products designed for renters.

Get Started

Esusu disclosure: Esusu is not a bank. We provide access to lending services provided by third party lending partners like Affirm and Stable Home Fund. For questions about our products and services, see Esusu's terms & conditions, privacy policy, FAQs.

Affirm disclosure: Payment options through Affirm are subject to an eligibility check and might not be available in all states. CA residents: Loans by Affirm Loan Services, LLC are made or arranged pursuant to a California Financing Law license. For licenses and disclosures, see affirm.com/licenses. Affirm and its lending partners do business in accordance with federal Fair Lending laws.