



Michelsohn Weekly Update

Tuesday, January 2nd, 2024

PROPERTY MANAGEMENT



1. BLUE BOOK REMINDERS - attachment

Thank you to the following properties for having all of your Blue Book reports current.

Kensington West	Walden Crossing
Orchard Village	Walden Glen
Panther Creek Parc	Alinea Town & Country
Harper's Point	Southmoor
Trace Apartments	

- **Past Due from 10/31-Fire Inspections**-Hermitage
- **Past Due from 12/21-Resident Questionnaire Recap**-Bramblett Hills
- **Past Due from 12/22-1Q Marketing Plan**-Carrington Park, The Orion, Corbin Crossing,
- **Past Due from 12/29-2024 Major Projects List**-Vineyards, Boulder Creek, Westshore Colony, Whispering Hills, Park Forest, Carrington Park, Fenwick Place, Preston Run, Terraces at Forest Springs, Orion, Corbin Crossing, 230 Building
- **Past Due from 12/31-Administrative Checklist**-Preston Run, Terraces at Forest Springs
- **Due 01/02-Monthly Property Summary**
- **Due 01/02-Market Study**
- **Due 01/22-Resident Questionnaire Recap**-Boulder Creek, Carrington Park, Terraces at Forest Springs, Corbin Crossing
- **Due 01/31-Rent Level Status**
- **Due 01/31-Fire Inspections**-230 Building, Walden Crossing, Vineyards

If you are not listed above or have any question on what is still due for your community, please email reports and/or questions to reports@michelsonrealty.com.



2. WEEKLY RECAP FOR GOOD CALL & REVIEWS-attachment

Please review the weekly recap for Good Calls & Reviews for 12/25-01/01 and December 2023 with your team!



3. CONGRATS MEMO FOR DECEMBER 2023-attachment



ichelson Weekly Update

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Please review the Congrats Memo for December 2023 with your team!

4. PROPERTY CALENDAR FOR JANUARY 2024-attachment-2nd reminder

Please review the Property Calendar for January 2024 with your team!

5. SAFETY MEMO FOR JANUARY 2024-attachment-2nd reminder

Please review the Safety Memo for January 2024 with your team!

6. LEASING/MARKETING TIP OF THE WEEK –

Have “WOW” Moments

You may be familiar with the term “WOW” moment that has become popular in many different avenues of apartment marketing. A “WOW” moment is an aspect of your tours or apartments that you can highlight that will help residents see what sets your community apart. It may also be a moment of the tour where you include apartment merchandise, small marketing gifts, food, drinks, and more. Essentially the point of any “WOW” moment is to make your tours, unlike any others. This will help prospects to remember your property when they’re deciding where they should call home. How is our WOW Fridge stocked? Do have any small gift items for children or pets to give them when touring a model apartment?

If your team has any unique marketing ideas, please send them to meghang@michelsonrealty.com

“Do not wait; the time will never be “Just Right.” Start where you stand, and work with whatever tools you may have at your command, and better tools will be found as you go along.”

George Herbert