



ichelson Weekly Update

Tuesday, January 7th, 2025

PROPERTY MANAGEMENT



1. BLUE BOOK REMINDERS - attachment

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

Park Forest	Westshore Colony
Alinea Town & Country	Trace Apartments
Kensington West	Harpers Point
Preston Run	Hermitage
Vineyards	Walden Glen

- **Past Due from 12/24-1Q Marketing Plan**-Boulder Creek, Corbin Crossing, , Orchard Village, Panther Creek Parc, Whispering Hills
- **Past Due from 12/31-Fire Inspections**-Orchard Village, Panther Creek Parc
- **Past Due from 12/31-2024 Major Projects List**-Bramblett Hills, Carrington Park, Corbin Crossing, Orchard Village, Panther Creek Parc, Southmoor, 230 Building
- **Past Due from 01/02-Monthly Property Summary**-Orchard Village, Terraces at Forest Springs, Walden Crossing, Whispering Hills
- **Past Due from 01/02-Market Study**-Corbin Crossing, Fenwick Place, Orion
- **Due 01/23-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, Corbin Crossing

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 12/30-01/05with your team!



3. 2025 ANNUAL MEETING RSVP

Please use the following link to RSVP to the 2025 Annual Meeting **by Friday, January 3rd, 2025** - <https://www.surveymonkey.com/r/2025AnnualMeetingRSVP>. Anyone who is attending



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the Mixer, roundtables, and/or Awards Banquet, along with Central Office team members who are unable to attend any portion, should complete the survey.

Also, please send your updated photos/headshots to both matt@michelsonrealty.com and tylerv@michelsonrealty.com *by Friday, January 10th, 2025.*



4. CONGRATS MEMO FOR DECEMBER 2024-attachment

Please review the CONGRATS MEMO FOR DECEMBER 2024 with your team!



5. SAFETY MEMO FOR JANUARY 2025-attachment-2nd reminder

Please review the attached safety memo and watch the safety video with your staff. When you are ready to watch the Safety Video for January, please make sure to copy the WHOLE address into your browser. If you need to do so, you may pause this video and return to it **without** it costing Michelson for another viewing.

<https://www.osmanager4.com/videoexternalvos.aspx?aicccourseurl=65752704&ocid=824869&ctype=OC&progid=16966>

Please send your attendance sheet and the last page of the memo to reports@michelsonrealty.com when completed.



6. PROPERTY CALENDAR FOR JANUARY 2025-attachment-2nd reminder

Please review the property calendar for January 2025 with your team!



7. Leasing/Marketing Tip Of The Week-

It Pays To Renew

Our residents don't always think through the whole moving process they will have to go through when thinking about renewing. This is a great list to show them all of the costs and inconveniences involved in moving, and how much they save by staying with us. When was the last time anyone ever told you how much they loved moving all of their stuff. There is no better way to communicate a holiday message than with video. Whether it's a festive webinar invite video that you send via email, a video added to your customer page to wish all of your customers holiday cheer, or a wacky video that you post on social media of your Property



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Manager dressed as a reindeer or a Turkey, get creative, and have fun with video to spread the cheer throughout your marketing campaigns.

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

“Allow other people to speak first: the important factor is not who talks...it’s who listens.”

Ilana Eberson