



Michelsohn Weekly Update

Tuesday, January 14th, 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	Vineyards	Bramblett Hills	Walden Glen
Alinea Town & Country	Westshore Colony	Hermitage	Whispering Hills
Kensington West	Fenwick Place	The Orion	
Orchard Village	Terraces at Forest Springs	Trace Apartments	
Preston Run	Harper's Point	Walden Crossing	

- **Past Due from 12/24-1Q Marketing Plan**-Boulder Creek, Panther Creek Parc
- **Past Due from 12/31-Fire Inspections**-Orchard Village, Panther Creek Parc
- **Past Due from 12/31-2024 Major Projects List**-Carrington Park, Corbin Crossing, Panther Creek Parc, Southmoor, 230 Building
- **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 01/06-01/12 with your team!



3. ANNUAL MEETING – TRICKS OF THE TRADE

Supervisors, don't forget to send in your community's Tricks of the Trade to matttd@michelsonrealty.com by Friday, January 17th! Please include any photos/video to show any steps in addressing items accordingly.



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4. ANNUAL MEETING - HEADSHOTS AND GROUP PHOTOS

If you have not already, please make sure you send your staff headshots (plus name/position) and group photo to matt@michelsonrealty.com and tylerv@michelsonrealty.com as soon as time permits!

5. FIDELITY 401K WEB WORKSHOP SCHEDULE-attachment

Fidelity offers a variety of web workshops each quarter to our employees. The attached schedule of these workshops are being added to the company website under 401K Information and will be updated each quarter.

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

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

7. RENT CAFÉ NUDGE MARKETING GUIDELINES - attachment

Please see the attached document containing tips and guidelines for using nudge marketing campaigns on your community website.

8. PROPERTY MONTHLY COMPREHENSIVE CALLS – attachment

Please review the monthly comprehensive call report for December 2024 with your team. Please confirm that your lead tracking information is correct.

9. PROPERTY MONTHLY ONLINE REVIEWS – attachment

Please review the monthly online review report for December 2024 with your team! Continue to work to increase these scores on a regular basis.

10. Leasing/Marketing Tip Of The Week-

Leave a Handwritten Note for Your New Move-Ins



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You can make it extra special by using their name in the message or using a chalkboard left in the apartment! Chalkboards are an affordable way to add additional charm and the kids love them afterwards. These are a great way to personalize move in gifts.

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

“The way to get started is to stop talking and start doing.”

Walt Disney

1904-1966

American Entrepreneur & Entertainment Icon