



# ichelsohn Weekly Update

Tuesday, January 17th, 2023

## 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	Fenwick Place	Windsor
Orchard Village	Walden Glen	Panther Creek Parc	The Orion
Boulder Creek	Bramblett Hills	Preston Run	Harper's Point
Trace Apartments	Park Forest	Terraces at Forest Springs	230 Building

- **Past Due from 05/23-Resident Questionnaire Recap-Vineyards**
- **Past Due from 09/26-Property Inspections- Vineyards**
- **Past Due from 11/21-Resident Questionnaire Recap-Vineyards**
- **Past Due from 11/22-Inventories-Vineyards**
- **Past Due from 12/23-1Q Marketing Plan-Vineyards**
- **Past Due from 12/30-2023 Major Projects List-Vineyards, Westshore Colony, Whispering Hills, Southmoor, Alinea Town & Country, Carrington Park, Hermitage, Corbin Crossing**
- **Due 01/20-Resident Questionnaire Recaps-Carrington Park, Terraces at Forest Springs, Corbin Crossing**
- **Due 01/31-Rent Level Status**
- **Due 01/31-Fire Inspections-230 Building and Walden 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](mailto:reports@michelsonrealty.com).



### 2. WEEKLY RECAP FOR GOOD CALL & REVIEWS-attachment

Please review the weekly recap for Good Calls & Reviews for 01/08-01/014 with your team!



### 3. 2023 Annual Meeting Attendee Survey Link

We are excited to announce 2023's Annual Michelsohn Managers' Meeting will be held at the Le Meridien Hotel in Clayton, MO from Tuesday, February 21<sup>st</sup> through Thursday, February 23<sup>rd</sup>!



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For any individual that will be attending the roundtable discussions and/or the Awards Banquet, please RSVP by using the following link –

<https://www.surveymonkey.com/r/2023MRCAnnualMtgRSVP>.

Managers, please make sure this is distributed to anyone at your community that will be attending any event(s) during the week. **We need the survey completed by Monday, January 16<sup>th</sup>.**

Also, I will need updated pictures/headshots from all communities. This will include a headshot of each individual at your community and their title plus a group photo of everyone at your community. **These are due Friday, January 20<sup>th</sup> and can be emailed to me at [matt@michelsonrealty.com](mailto:matt@michelsonrealty.com).**

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4. **GIFTS/GIFT CARDS FROM THIRD PARTIES**

As a reminder, it is company policy per the Employee Handbook that teams are **prohibited** from accepting gifts, gift cards, cash payments, referral bonuses, etc. from third parties including residents, vendors, or any other person or company looking to potentially do business of some sort with the community. Employees should politely decline these offers and when a season is coming up that may promote these types of actions (i.e. holidays), communities can communicate in advance that any potential gift should be re-considered by making a donation to a toy/food drive being conducted by the property. **Accepting any form of gift, cash, gift cards, referral bonuses, or commissions from a resident, vendor or prospect can result in termination.** If you have any questions on this, please reach out to your RM/DM/AM or [hr@michelsonrealty.com](mailto:hr@michelsonrealty.com).

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5. **LEASING/MARKETING TIP OF THE WEEK –**

### ***Identify & Market Local Employers***

*Your tenants are all working somewhere. And your prospective tenants all will want to be close to their job.*

*Identify all the largest employers & sources of potential tenants nearby. Create resource pages for those employers (especially if they are large).*



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*Create discounts, bonuses, etc. Get in touch with those employers to see if there is a way to collaborate.*

Happy Leasing!

If your team has any unique marketing ideas, please send them to [charlesm@michelsonrealty.com](mailto:charlesm@michelsonrealty.com)

“What is the most important and valuable work that you do, in any field or profession? It’s Thinking!”

Brian Tracy  
Motivational Speaker  
1944-?