



ichelson Weekly Update

Tuesday, January 21st 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	Preston Run	Harper's Point	Trace Apartments	230 Building
Alinea Town & Country	Vineyards	Bramblett Hills	Walden Crossing	
Kensington West	Westshore Colony	Hermitage	Walden Glen	
Orchard Village	Fenwick Place	The Orion	Whispering Hills	
Southmoor	Terraces at Forest Springs	The Point of Tamaya	Corbin Crossing	

- **Past Due from 12/24-1Q Marketing Plan**-Boulder Creek, Panther Creek Parc
- **Past Due from 12/31-2024 Major Projects List**-Carrington Park, Panther Creek Parc
- **Due 01/23-Resident Questionnaire Recap**-Boulder Creek, Carrington Park, Terraces at Forest Springs, Corbin Crossing
- **Due 01/31-Rent Level Status**- Park Forest, Alinea Town & Country, Orchard Village, Southmoor, Carrington Park, Panther Creek Parc, Preston Run, Boulder Creek, Vineyards, Westshore Colony, Fenwick Place, Terraces at Forest Springs, Harper's Point, Bramblett Hills, Hermitage, The Orion, Trace Apartments, Walden Crossing, Walden Glen, Whispering Hills, Corbin Crossing
- **Due 01/31-Fire Inspections**-230 Building, Walden Crossing, Corbin Crossing
- **Due 02/03-Monthly Property Summary**
- **Due 02/03-Market Study**
- **Due 02/20-Resident Questionnaire Recap**-Hermitage, Orchard Village, Walden Glen

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 01/13-01/19 with your team!



Michelson Weekly Update

Tuesday, January 21st 2025

PROPERTY MANAGEMENT



3. ANNUAL MEETING – TRICKS OF THE TRADE - reminder

Supervisors, if you have not already, don't forget to send in your community's Tricks of the Trade to matt@michelsonrealty.com as soon as time permits! Please include any photos/video to show any steps in addressing items accordingly.



4. ANNUAL MEETING - HEADSHOTS AND GROUP PHOTOS - reminder

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. YARDI-attachment

We've recently introduced a new reporting format to Voyager and wanted to share the basics for running these types of reports. You'll find a document attached to that end and will find the MRC Rentable Items Report and Upgrade Tracker Report currently using this YSR format, with more to be added in the near future.



6. FIDELITY 401K WEB WORKSHOP SCHEDULE-attachment-2nd reminder

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.



7. RENT CAFÉ NUDGE MARKETING GUIDELINES – attachment-2nd reminder

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



8. PROPERTY MONTHLY COMPREHENSIVE CALLS – attachment-2nd reminder

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-2nd reminder



ichelson Weekly Update

Tuesday, January 21st 2025

PROPERTY MANAGEMENT

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

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.

“It is not enough to have a good mind. The main thing is to use it well.”

Rene Descartes
1596-1650
French Philosopher & Mathematician