



Michelson Weekly Update

Tuesday, January 23rd, 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	Fenwick Place	Walden Glen	Southmoor
Orchard Village	Harper's Point	Whispering Hills	Park Forest
Panther Creek Parc	The Orion	Alinea Town & Country	
Westshore Colony	Trace Apartments	Bramblett Hills	
Vineyards	Walden Crossing	Hermitage	

- **Past Due from 12/29-2024 Major Projects List**-Carrington Park, 230 Building
- **Past Due from 12/31-Administrative Checklist**-Preston Run, Terraces at Forest Springs
- **Past Due from 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
- **Due 02/01-Monthly Property Summary**
- **Due 02/01-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 01/15-01/21 with your team!

3. PROPERTY CALENDAR FOR FEBRUARY 2024-attachment

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

4. SAFETY MEMO FOR FEBRUARY 2024-attachment

Please review the Safety Memo for February 2024 with your team.



ichelson Weekly Update

Tuesday, January 23rd, 2024

PROPERTY MANAGEMENT

5. YARDI MSR-2nd reminder

The birthday memo creator has had some work done and is now generating memos for scheduled renewals correctly. We also ran a job to catch up all missing birthday memos. Any remaining on the MSR as missing at this point, are most likely due to missing demographics. I've added a couple of columns to the Missing Bday Memo Report to capture the # of missing demographics. Make sure the missing demographics are added so the automatic process can find the birth dates needed to generate the birthday memos going forward. Please send any questions to maryw@michelsonrealty.com.

6. RENTCAFE CRM-2nd reminder

The monthly update will occur on 1/17, please clear your browser history following the release.

7. LEASING/MARKETING TIP OF THE WEEK –

Make Your Apartment Listings Entertaining

Let's be honest, most online apartment listings are pretty generic. They list details about the unit and community, and that's about it.

Instead of sticking to the script, put your creativity to work and make your listings fun and entertaining. This will help you stand out and attract more renters!

Musician Jonathan Mann went as far as making a music video when he was looking for a roommate for his apartment. It was creative to say the least.

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



JL ichelson Weekly Update

Tuesday, January 23rd, 2024

PROPERTY MANAGEMENT

“Becoming a real estate agent is a fun way to see how many text messages it’s humanly possible to send in a single month.”

Anonymous