



# ichelson Weekly Update

Tuesday, January 28<sup>th</sup>, 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	Carrington Park	Harper's Point	Trace Apartments
Alinea Town & Country	Preston Run	Bramblett Hills	Walden Crossing
Kensington West	Vineyards	Hermitage	Walden Glen
Orchard Village	Westshore Colony	The Orion	Whispering Hills
Southmoor	Fenwick Place	The Point at Tamaya	230 Building

- **Past Due from 12/31-2024 Major Projects List**-Boulder Creek, Panther Creek Parc, Terraces at Forest Springs
- **Past Due from 01/23-Resident Questionnaire Recap**-Boulder Creek, Terraces at Forest Springs, Corbin Crossing
- **Due 01/31-Rent Level Status**-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, 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](mailto:reports@michelsonrealty.com).



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

Please review the weekly recap for Good Calls & Reviews for 01/20-01/26 with your team!



### 3. ANNUAL MEETING – TRICKS OF THE TRADE - reminder



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Supervisors, if you have not already, don't forget to send in your community's Tricks of the Trade to [matt@michelsonrealty.com](mailto: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](mailto:matt@michelsonrealty.com) and [tylerv@michelsonrealty.com](mailto:tylerv@michelsonrealty.com) as soon as time permits!

### 5. PROPERTY CALENDAR FOR FEBRUARY-attachment

Please see the attached property calendar for February 2025 with your team.

### 6. SAFETY MEMO FOR FEBRUARY 2025-attachment

Please review the attached safety memo and watch the safety video with your staff. When you are ready to watch the Safety Video for December, please make sure to copy the **WHOLE** address into your browser. It starts with 'https' and ends with '15450'. If you need to do so, you may pause this video and return to it **without** it costing Michelsohn for another viewing.

<https://www.osmanager4.com/videoexternalvos.aspx?aicccourseurl=65756276&ocid=824869&ctype=OC&progid=15450>

### 7. YARDI-attachment-2<sup>nd</sup> reminder

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.

### 8. Leasing/Marketing Tip Of The Week-

## ***Have "WOW" Moments***

You may be familiar with the term "WOW" moment that has become popular in many different avenues of apartment marketing. A "WOW" moment is an aspect of your tours or apartments that you can highlight that will help residents see what sets your community apart. It may also be a moment of the tour where you include apartment merchandise, small



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marketing gifts, food, drinks, and more. Essentially the point of any “WOW” moment is to make your tours, unlike any others. This will help prospects to remember your property when they’re deciding where they should call home. How is our WOW Fridge stocked? Do have any small gift items for children or pets to give them when touring a model apartment?

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

“Opportunities multiply as they are seized.”

Sun Tzu

544-496 BC

Ancient Chinese Philosopher