



# Michelson Weekly Update

Tuesday, January 30th, 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	Vineyards	Walden Crossing	Bramblett Hills
Orchard Village	Fenwick Place	Walden Glen	Hermitage
Panther Creek Parc	Harper's Point	Whispering Hills	Southmoor
Boulder Creek	The Orion	Corbin Crossing	Park Forest Hermitage
Westshore Colony	Trace Apartments	Alinea Town & Country	

- **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**-Carrington Park
- **Due 01/31-Rent Level Status**-Kensington West, Vineyards, Westshore Colony, Trace Apartments, Whispering Hills, Alinea Town & Country, Bramblett Hills, Carrington Park, Fenwick Place, Panther Creek Parc, Terraces at Forest Springs, The Orion, Hermitage, Corbin Crossing
- **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](mailto:reports@michelsonrealty.com).



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

Please review the weekly recap for Good Calls & Reviews for 01/22-01/28 with your team!



### 3. PROPERTY MONTHLY ONLINE REVIEWS – attachment



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Please review the property reviews for January 2024 with your team! Continue to work to increase these scores on a regular basis!

### 4. PROPERTY MONTHLY COMPREHENSIVE CALLS – attachment

Please review the property calls for January 2024 with your team! Please confirm your lead tracking information to what you see in Yardi when using for advertising purposes.

### 5. SEASONAL ROOF MAINTENANCE INFORMATION-attachment

Please review the seasonal roof maintenance information with your team.

### 6. SUMMIT DATES-attachment

Please review with your team the 2024 Summit dates.

### 7. PROPERTY CALENDAR FOR FEBRUARY 2024-attachment-2<sup>nd</sup> reminder

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

### 8. SAFETY MEMO FOR FEBRUARY 2024-attachment-2<sup>nd</sup> reminder

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

### 9. LEASING/MARKETING TIP OF THE WEEK –

## ***Organize Events at Your Property***

Do your tenants feel like they're connected and a part of your community? If the answer is no, there's a strong chance you're not getting many new renters through referrals, which can be one of the best outreach marketing tactics for apartment communities.

Organize coordinated monthly events for your tenants. Giving everyone a chance to mingle at your property builds loyalty and trust for your current tenants, and gives you the opportunity to get in front of new prospects.

Outreach apartment marketing doesn't (and shouldn't) have to feel salesy, or forced. Just providing a fun atmosphere to casually interact with current and potential renters can go a long way.

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



# JL ichelson Weekly Update

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“While working to change the world and create true impact, you can’t forget to spend the time to live in it.”

Michael Donnelly