



# Michelson Weekly Update

Tuesday, January 31st, 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	Southmoor	Preston Run	230 Building
Orchard Village	Walden Glen	Park Forest	Terraces at Forest Springs	Westshore Colony
Boulder Creek	Whispering Hills	Fenwick Place	The Orion	
Trace Apartments	Bramblett Hills	Panther Creek Parc	Harper's Point	

- **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 12/30-2023 Major Projects List-Vineyards, Alinea Town & Country, Carrington Park, Hermitage**
- **Past Due from 01/20-Resident Questionnaire Recaps-Carrington Park, Corbin Crossing**
- **Due 01/31-Rent Level Status**
- **Due 01/31-Fire Inspections-230 Building and Walden Crossing**
- **Due 02/01-MRC Monthly Property Summary & Market Study**
- **Due 02/01-TA MSR**
- **Due 02/21-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. 2023 ANNUAL MEETING HEADSHOTS - reminder



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We are excited to announce 2023's Annual Michelson 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>!

I still need updated pictures/headshots from 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 ASAP and can be emailed to [mattd@michelsonrealty.com](mailto:mattd@michelsonrealty.com).**

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4. **SAFETY MEMO FOR FEBRUARY 2023-attachment**

Please review the attached safety memo with your staff and send the last page to me! No video this month! I know you're upset but try to contain yourselves. Stay safe! Keep an eye on each other for signs of COVID 19. Please send the last page to [reports@michelsonrealty.com](mailto:reports@michelsonrealty.com) once it is completed.

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5. **100% AND \$0 DQ**

Teams, just a reminder that as you are hitting 100% occupied and \$0 DQ, please send verification to [reports@michelsonrealty.com](mailto:reports@michelsonrealty.com) so we can mark you accordingly on the monthly Congrats memo and factoring it into awards calculations. We look forward to receiving many of these over 2023 and seeing many of you climb the Base Camp to reach the Summit this year!

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6. **PHOTO & APPAREL DAY**

Managers, today we are having a Photo and Apparel Day! Gather up your team, get out your cameras, and take a photo of everyone to email to [meghang@michelsonrealty.com](mailto:meghang@michelsonrealty.com) before the end of today. Make sure your maintenance team has their safety pack visible and open for the picture!

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7. **PROPERTY CALENDAR FOR FEBRUARY 2023-attachment-2<sup>nd</sup> reminder**

Please review the property calendar for February 2023 with your team!

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8. **GIFTS/GIFT CARDS FROM THIRD PARTIES-2<sup>nd</sup> reminder**

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



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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).

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

## *Create Niche Amenity Pages*

*Lots of tenants have specific amenities and/or requirements that they want. Instead of listing your amenities in a giant list, make detailed pages about each amenity. Try to rank for searches like “apartments with [amenity]”.*

*You can use Google Suggest for ideas. Go to Google and type in “[city] apartments with” and hit space, but not enter. You’ll see some suggestions.*

Happy Leasing!

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

“If you don’t take care of your customer, your competitor will.”

Bob Hooley  
Author