



Michelson Weekly Update

Tuesday, February 4th, 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	The Orion
Alinea Town & Country	Walden Glen
Kensington West	230 Building
Panther Creek Parc	
Hermitage	

- **Past Due from 12/31-2024 Major Projects List**-Terraces at Forest Springs
- **Past Due from 01/23-Resident Questionnaire Recap**-Boulder Creek, Terraces at Forest Springs
- **Past Due from 01/31-Fire Inspections**-Walden Crossing, Corbin Crossing
- **Past Due from 02/03-Monthly Property Summary**-Carrington Park, Fenwick Place, Orchard Village, Preston Run, The Point at Tamaya, Trace Apartments, Vineyards, Walden Crossing, Westshore Colony, Whispering Hills
- **Past Due from 02/03-Market Study**-Bramblett Hills, Carrington Park, Fenwick Place, Orchard Village, Panther Creek Parc, Harper's Point, Southmoor, The Point at Tamaya, Trace Apartments, Vineyards, Westshore Colony
- **Due 02/20-Resident Questionnaire Recap**-Hermitage, Orchard Village

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 01/27-02/02 and January 2025 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 as soon as time permits! Please include any photos/video to show any steps in addressing items accordingly.

4. **SALES TAX IN GL ACCOUNTS**

In 2025, we will no longer be allocating sales tax to the separate sales tax accounts. Sales tax should be allocated to the GL accounts that the invoice is allocated to. If a variance comment is needed for the sales tax accounts use the following comment. "Sales tax is not being separated anymore. It is being allocated with the actual expenses."

5. **CONGRATS FOR JANUARY 2025-attachment**

Please review the Congrats for January 2025 with your team!

6. **ZEAMO CORPORATE FITNESS**

We just received notification that Zeamo Corporate Fitness has closed their doors as of 01/31/2025. If you have a gym membership or subscription through them, please contact the gym or facility directly - they should be aware that Zeamo has closed and embrace you as their direct member and hopefully with an added incentive.

7. **PROPERTY CALENDAR FOR FEBRUARY-attachment-2nd reminder**

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

8. **PROPERTY MONTHLY COMPREHENSIVE CALLS – attachment**

Please review the monthly comprehensive call report for January 2025 with your team
Please confirm that your lead tracking information is correct.

9. **PROPERTY MONTHLY ONLINE REVIEWS – attachment**

Please review the monthly online review report for January 2025 with your team.
Continue to work to increase these scores on a regular basis.

10. **SAFETY MEMO FOR FEBRUARY 2025-attachment-2nd reminder**



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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 Michelson for another viewing.

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

11. Leasing/Marketing Tip Of The Week-

Marketing Campaign Idea: Take a humanistic approach with your marketing

Your audience is tired of interacting with stiff corporations that have no personality to them. They want to connect with brands that feel like real people. Taking a humanistic approach enables you to make your audience feel connected with a real person. It allows you to inject personality into your brand and give it life. Wendy's & Target are great examples of this.

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

*"There is only one thing that makes a dream impossible to achieve:
the fear of failure."*

*Paulo Coelho
1947-?
Brazilian Writer*