



# ichelson Weekly Update

Tuesday, February 6<sup>th</sup> 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	Boulder Creek	The Orion	Alinea Town & Country
Orchard Village	Westshore Colony	Trace Apartments	Bramblett Hills
Carrington Park	Vineyards	Walden Crossing	Southmoor
Panther Creek Parc	Fenwick Place	Walden Glen	Park Forest
Preston Run	Harper's Point	Corbin Crossing	230 Building

- **Past Due from 12/31-Administrative Checklist-Terraces** at Forest Springs
- **Past Due from 02/01-Monthly Property Summary-Hermitage, Whispering Hills**
- **Past Due from 02/01-Market Study-Hermitage**
- **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 01/29-02/04 and January 2024 with your team!

### 3. CONGRATS MEMO FOR JANUARY 2024-attachment

Please review the Congrats Memo for January 2024 with your team!

### 4. PROPERTY MONTHLY ONLINE REVIEWS – attachment-2<sup>nd</sup> reminder

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

### 5. PROPERTY MONTHLY COMPREHENSIVE CALLS – attachment-2<sup>nd</sup> reminder



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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.



### 6. SEASONAL ROOF MAINTENANCE INFORMATION-attachment-2<sup>nd</sup> reminder

Please review the seasonal roof maintenance information with your team.



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

Please review with your team the 2024 Summit dates.



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

#### ***Local Area Map***

Location Location Location. The first thing people think of when looking for an apartment is, “What is it near?” Don’t leave your site visitors guessing – add a map with key nearby places clearly marked. Make sure you include supermarkets, any schools in the area, parks, and shopping centers.

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

“A dream written down with a date becomes a goal. A goal broken down into steps becomes a plan. A plan backed by action makes your dreams come true.”

Greg Reid