



Michelsohn Weekly Update

Tuesday, February 13th 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	Harper's Point	Whispering Hills	Southmoor
Orchard Village	Westshore Colony	The Orion	Corbin Crossing	Park Forest
Carrington Park	Vineyards	Trace Apartments	Alinea Town & Country	230 Building
Panther Creek Parc	Fenwick Place	Walden Crossing	Bramblett Hills	
Preston Run	Terraces at Forest Springs	Walden Glen	Hermitage	

- **Due 02/20-Resident Questionnaire Recap**-Hermitage, Orchard Village, Walden Glen
- **Due 03/01-Monthly Property Summary**
- **Due 03/01-Market Study**
- **Due 03/22-Resident Questionnaire Recap** –Fenwick Place, Kensington West, Panther Creek Parc, Harper's Point
- **Due 03/26-Property Inspections**
- **Due 03/26-Downspout Map**
- **Due 03/27-Administrive Checklist**
- **Due 03/27-2Q Marketing Plan**

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 02/05-02/11 with your team!

3. YARDI



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The AR Aging Report with Notes has been updated to include Payment Plan as memo type option to include. All Report Scheduler jobs will automatically include these.

4. YARDI

We've created a separate charge code to be used for 1 time Non-Refundable Pet Fees. The new code is petf1nr and should be used from this point forward. I am in the process of updating the Move In Charges to reflect the new code and Yardi will be loading a package to converting all historical items. This is necessary for properties using the MRC custom lease through CRM, in addition to providing additional detail for budget purposes. Please send any questions to maryw@michelsonrealty.com.

5. YARDI

We have a Payment Management plugin update scheduled for later this week or early next week. This mostly involves performance improvements with the Process Payments function and some new enhancements. More to follow on the enhancements coming soon.

6. CONGRATS MEMO FOR JANUARY 2024-attachment-2nd reminder

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

7. LEASING/MARKETING TIP OF THE WEEK –

Launch a Resident "Take Over"

A fun social media idea for apartment communities could be to host a resident "take over". You would choose a resident (ideally one with a lot of followers) to focus on in your social media for the day. Showcase by using Instagram or Facebook stories of their life around your apartment community. Be sure to send them instructions of what you want them to post. You can follow them throughout the property in "A Day in The Life Of..." and use various fun pictures of them on property.

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



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“Limitations live only in our minds. But if we use our imaginations,
our possibilities become limitless.”

Jamie Paolinetti