



Michelson Weekly Update

Tuesday, February 21st, 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	Trace Apartments	Southmoor	Carrington Park	Terraces at Forest Springs	Harper's Point
Orchard Village	Walden Crossing	Alinea Town & Country	Fenwick Place	The Orion	230 Building
Boulder Creek	Walden Glen	Bramblett Hills	Panther Creek Parc	Hermitage	
Westshore Colony	Whispering Hills	Park Forest	Preston Run	Corbin Crossing	

- **Past Due from 09/26**-Property Inspections- Vineyards
- **Past Due from 12/30-2023** Major Projects List-Hermitage
- Due 03/01-Monthly Property Summary
- Due 03/01-Market Study
- Due 03/24-Resident Questionnaire Recap-Fenwick Place, Kensington West, Panther Creek Parc, Harper's Point
- Due 03/28-Property Inspections
- Due 03/28-Downspout Map
- Due 03/29-Administrative Checklist
- Due 03/29-Marketing Plan 2Q

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 02/12-02/18 with your team!



3. ANNUAL MEETING-attachment



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We can't wait to see everyone in just about a week for this year's Annual Meeting – Michelson Homecoming 2023! Please make sure anyone attending the meeting reviews the attached Letter to Attendees for this year. If you have any questions, please reach out to Matt – matt@michelsonrealty.com.

4. YARDI TIP-2nd reminder

Yardi uses the Show event in many of its traffic reports and metrics and considers it a different event from Walk-In or Appointment. Please make sure you are creating a Show contact with each tour as opposed to entering the tour notes in the Appointment or Walk-In contact. CRM allows the user to add a show event directly from the Appointment contact, to streamline the process.

5. LEASING/MARKETING TIP OF THE WEEK –

Print Your Information On Pens

Some of you might think this apartment marketing idea is trivial or ineffective. However, here's why it's on the list. Pens are an extremely cheap way to keep your community in the minds of people that have come in for an apartment tour.

All of the pens in your office should be branded with the name, phone number and website of your community. Include the pens with your brochures you give to potential renters so they'll always have it with them.

Happy Leasing!

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

“A realtor is not a salesperson. They're a matchmaker. They introduce people to homes until they fall in love with one. Then they're a wedding planner.”

Anonymous