



# ichelson Weekly Update

Tuesday, February 28th, 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	230 Building
Orchard Village	Walden Crossing	Alina Town & Country	Fenwick Place	The Orion	
Boulder Creek	Walden Glen	Bramblett Hills	Panther Creek Parc	Corbin Crossing	
Westshore Colony	Whispering Hills	Park Forest	Preston Run	Harper's Point	

- **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](mailto:reports@michelsonrealty.com).



### 2. WEEKLY RECAP FOR GOOD CALL & REVIEWS-attachment

Please review the weekly recap for Good Calls & Reviews for 02/19-02/27 with your team!



### 3. ANNUAL MEETING SURVEY

Teams, it was great seeing everyone at last week's Annual Meeting. We hope you all were able to take back many ideas to your own properties to help you all reach the Summit in



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2023! So we can help plan an even better Conference in 2024, please have anyone who attended any portion of this year's meetings to fill out the below survey to provide valuable feedback to us! If anyone at your property is not on this email, please forward the link to them to fill out.

<https://www.surveymonkey.com/r/2023AnnualMtgSurvey>

### 4. YARDI VOYAGER

The Renewal Multiline Update is been adjusted to remove scheduled renewals from pulling in.

### 5. PROPERTY CALENDAR FOR MARCH 2023-attachment

Please review the Property Calendar for March 2023 with your teams!

### 6. SAFETY MEMO FOR MARCH 2023-attachment

Please review the attached safety memo and watch the safety video with your staff. When attempting to watch the Safety Video for March, please make sure to copy the WHOLE address into your browser. It starts with 'https' and ends with '15183'.

<https://www.osmanager4.com/videoexternalvos.aspx?aicccourseurl=128906657&ocid=824869&ctype=OC&progid=15183>

If you need to do so, you may pause this video and return to it without it costing Michelson for another viewing.

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

## ***Host an Instagram Contest***

*Start an apartment decoration contest on Instagram.*

*Have tenants post pictures of their apartments using a branded hashtag, then allow everyone to vote.*



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*Not only will you build your social following, it also helps with tenant retention.*

*Here are some great tips for running your own Instagram contest.*

Happy Leasing!

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

*“If people like you they will listen to you, but if they trust you they’ll do business with you.”*

Zig Ziglar  
Motivational Speaker  
1926-2012