



Michelson Weekly Update

Tuesday, March 3rd, 2026

PROPERTY MANAGEMENT



1. BLUE BOOK REMINDERS - attachment

Thank you to the following properties for having all of your Blue Book reports current.

Kensington West	The Point at Tamaya
Estates at TPC	
Westshore Colony	
Fenwick Place	
Bramblett Hills	

- **Past Due from 03/02-Monthly Property Summary**-Boulder Creek, Fenwick Place, Orchard Village, Panther Creek Parc, Park Forest, Preston Run, Southmoor, Terraces at Forest Springs, Trace Apartments, Vineyards, Walden Crossing, Whispering Hills
- **Past Due from 03/02-Market Study**-Alinea Town & Country, Boulder Creek, Carrington Park, Orion, Orchard Village, Panther Creek Parc, Park Forest, Preston Run, Harper's Point, Southmoor, Terraces at Forest Springs, Vineyards, Walden Crossing, Walden Glen, Whispering Hills
- **Due 03/23-Resident Questionnaire Recap**-Fenwick Place, Kensington West, Panther Creek Parc, Harper's Point
- **Due 03/25-Property Inspections**
- **Due 03/25-Downspout Maps**
- **Due 03/26-Administrative Checklist**
- **Due 03/26 2Q Marketing Plan**
- **Due 03/31-Fire Inspections**-Fenwick Place

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. ANNUAL MEETING SURVEY

It was great seeing everyone for Conference, and if you attended any portion of this year's Meetings/Banquet, we would appreciate if you could fill out the annual meeting survey by Friday, March 6th!

<https://www.surveymonkey.com/r/2026MRCAnnualMeetingSurvey>



Michelson Weekly Update

Tuesday, March 3rd, 2026

PROPERTY MANAGEMENT

3. MARKETING CLASS WALK UP SONGS

We had a get conference this year! Chloe Quernheim sent over the walk-up song videos from the Marketing Class. Looked like such a fun class. #GoForThe Gold

[copy_DC73C972-4DB3-42BD-9FC1-83DC8146F5BA.mov](#)

[copy_B91BCFF8-6229-4397-A550-9E748B9A0CDA.mov](#)

4. WEEKLY RECAP FOR GOOD CALL & REVIEWS-attachment

Please review the weekly recap for Good Calls & Reviews 02/23-03/01 and February 2026 with your team!

5. PROPERTY MONTHLY ONLINE REVIEWS – attachment

Please review the monthly online review report for February 2026 with your team, and to note, a column for Yelp tracking has been added. Keep pushing to get those scores up!

6. PROPERTY MONTHLY COMPREHENSIVE CALLS – attachment

Please review the monthly comprehensive call report for February 2026 with your team and confirm that your lead tracking information is correct. If you need any updates, email matt@d@michelsonrealty.com.

7. CONGRATS MEMO FOR FEBRUARY 2026-attachment

Please review the Congrats Memo for February 2026 with you team!

8. PROPERTY CALENDAR FOR MARCH 2026-attachment-2nd reminder

Please review and share the Property Calendar for March 2026 with you team.

9. SAFETY MEMO FOR MARCH 2026-attachment-2nd reminder

Please review the safety memo and video for March 2026 Call 811 Before You Dig. If you have any questions, please contact Meghan Gierer at meghang@michelsonrealty.com.

<https://youtu.be/70COyZytxqs>



PROPERTY MANAGEMENT

10. 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.

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.

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

“The more you know about your customers, the more you can provide to the information that is increasingly useful, relevant, and persuasive.”

Jay Baer-
Write
1969-?