



Michelsohn Weekly Update

Tuesday, March 4th, 2025

PROPERTY MANAGEMENT



1. BLUE BOOK REMINDERS - attachment

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

Kensington West
Preston Run
The Orion
230 Building

- **Past Due from 03/02-Monthly Property Summary**-Alinea Town & Country, Boulder Creek, Carrington Park, Corbin Crossing, Fenwick Place, Hermitage, Orchard Village, Panther Creek Parc, Park Forest, Harper’s Point, The Point of Tamaya, Terraces at Forest Springs, Trace Apartments, Vineyards, Walden Crossing, Westshore Colony, Whispering Hills
- **Past Due from 03/02-Market Study**-Alinea Town & Country, Boulder Creek, Bramblett Hills, Carrington Park, Corbin Crossing, Fenwick Place, Hermitage, Orchard Village, Panther Creek Parc, Park Forest, Harper’s Point, Southmoor, The Point of Tamaya, Terraces at Forest Springs, Vineyards, Walden Crossing, Walden Glen, Westshore Colony
- **Due 03/24-Resident Questionnaire Recap**-Fenwick Place, Kensington West, Panther Creek Parc, Harper’s Point
- **Due 03/26-Property Inspections**
- **Due 03/26-Downspout Maps**
- **Due 03/27-Administrative Checklist**
- **Due 03/27-2Q Marketing Plan**
- **Due 03/31-Fire Inspections**-Fenwick Place, Corbin Crossing

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 02/24-03/02 and February 2025 with your team!



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3. MRC YARDI

Yardi has scheduled maintenance for Tuesday, March 11, 2025, between 10:00pm-1:00am Central Time, and will not be available during these times.

4. SAFETY MEMO FOR MARCH 2025-attachment

Please review the Safety Memo for March 2025 with your team!

5. PROPERTY CALENDAR FOR MARCH 2025-attachment

Please review the Property Calendar for March 2025 with your team!

6. CONGRATS MEMO FOR FEBRUARY 2025-attachment

Please review the Congrats Memo for February 2025 with your team!

7. PROPERTY MONTHLY COMPREHENSIVE CALLS – attachment

Please review the monthly comprehensive call report for February 2025 with your team
Please confirm that your lead tracking information is correct.

8. PROPERTY MONTHLY ONLINE REVIEWS – attachment

Please review the monthly online review report for February 2025 with your team.
Continue to work to increase these scores on a regular basis.

9. LEASE ENDING DATES FOR 2025-attachment

As a reminder, please see the staggered lease end dates to use through 2027. If you have any questions, please email mattd@michelsonrealty.com.

10. Leasing/Marketing Tip Of The Week-

Spring Cleaning



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Another Spring themed idea that would be an excellent apartment marketing idea for Spring would be a Spring cleaning event. This is particularly relevant as you can totally capitalize on the popularity of Marie Kondo and other organizational specialists. Partner with a local charity to pick up donations from donation boxes around the complex. Using your best apartment digital marketing practices, market this cleaning throughout not just your community and residents, but beyond the community as well. Broadening the reach of this sort of event will help you reach prospective residents as well.

For this event, provide “spring cleaning” checklists and supplies to current residents – and include information about deals if they renew their lease early. Spring is, after all, a prime time for renewals. If residents feel so inclined, extend the Spring cleaning to the community itself. Spring is a great time to make sure all of the common areas are in tip-top shape, playground equipment and dog parks are cleaned, and everything looks its best for the Summer ahead. If your team has any unique marketing ideas, please send them to meghang@michelsonrealty.com.

“Excellence is not a skill. It’s an attitude.”

Ralph Marston
1955-?
American Writer