



# ichelson Weekly Update

Tuesday, March 5<sup>th</sup>, 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	Terraces at Forest Springs	Bramblett Hills
Panther Creek Parc	Harper's Point	Hermitage
Preston Run	Trace Apartment	230 Building
Boulder Creek	Corbin Crossing	
Vineyards	Alinea Town & Country	

- **Past Due from 03/01**-Monthly Property Summary-Carrington Park, Fenwick Place, Orion, Orchard Village, Park Forest, Southmoor, Walden Crossing, Walden Glen, Westshore Colony, Whispering Hills
- **Past Due from 03/01**-Market Study-Orion, Park Forest, Southmoor, Walden Crossing, Westshore Colony, Whispering Hills
- **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](mailto:reports@michelsonrealty.com).



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

Please review the weekly recap for Good Calls & Reviews for 02/26-03/03 and February 2024 with your team!



### 3. 2024 ANNUAL MEETING SURVEY



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It was great seeing everyone last week at the Annual Meeting! We hope again you each had a fun and education week to take back a lot of valuable information to your teams to help you reach the Summit in 2024!

For those that attended any portion of the meeting (PM's, please forward to those that attended), as soon as time permits, we would appreciate if you could take a couple of minutes to fill out the Meeting Survey. Your feedback helps us provide the best experience as possible during the week!

<https://www.surveymonkey.com/r/2024AnnualMeetingSurvey>

### 4. PROPERTY MONTHLY ONLINE REVIEWS-attachment

Please review the property reviews for February 2024 with your team! Continue to work to increase these scores on a regular basis!

### 5. PROPERTY MONTHLY COMPREHENSIVE CALLS-attachment

Please review the property calls for February 2024 with your team! Please confirm your lead tracking information to what you see in Yardi when using for advertising purposes.

### 6. RENTCAFE CRM

The New CRM Queue option, we demonstrated during the annual meeting, will be turned on for our LIVE environment on Wednesday night. The "New in CRM Queue" information page will display when a user navigates to the queue. Clicking the X in the upper right corner will close the page temporarily and allow it to reopen when the queue is visited next. The **Got it!** link on the bottom of the page will close the page permanently. The CRM Queue will default to the new style, but will provide a toggle on the upper right of the screen which will allow the user to revert to the classic queue view if that is preferred.

### 7. PROPERTY CALENDAR FOR MARCH 2024-attachment-2<sup>nd</sup> reminder

Please review the property calendar for March 2024 with your team!

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

***Spring into Spring Cleaning!***



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I'm certain some of you haven't changed the look of your office all winter long; and it's time to put away that old look and spring it up with some tulips and daffodils. If you really want to get creative, build a cute gift basket filled with all-natural cleaning tools and supplies and have a contest or drawing for residents. Research shows that 3 out of 4 US adults have some type of spring cleaning routine. Don't forget about all the organizational needs people will have when they start digging into closets and drawers ... organizers and organizational systems make fabulous resident gifts and prizes! Start pinning apartment organization ideas

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

“Productivity is never an accident. It is always the result of a commitment to excellence, intelligent planning, and focused effort.”

Paul J. Meyer