



Michelson Weekly Update

Tuesday, March 7th, 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	Bramblett Hills	Panther Creek Parc	Harper's Point
Orchard Village	Whispering Hills	Park Forest	Terraces at Forest Springs	230 Building
Boulder Creek	Southmoor	Carrington Park	The Orion	Preston Run
Westshore Colony	Alinea Town & Country	Fenwick Place	Corbin Crossing	Vineyards

- **Past Due from 12/30-2023 Major Projects List-Hermitage**
- **Past Due from 03/01-Monthly Property Summary-Walden Crossing, Walden Glen**
- **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 02/26-03/04 and February 2023 with your team!



3. ANNUAL MEETING SURVEY - reminder

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 2023! So we can help plan an even better Conference in 2024, please have anyone who



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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-2nd reminder

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

5. PROPERTY MONTHLY COMPREHENSIVE CALLS – attachment

Please review the property calls for February 2023 with your team! Please confirm your lead tracking information to what you see in Yardi when using for advertising purposes.

6. PROPERTY MONTHLY ONLINE REVIEWS – attachment

Please review the property reviews for February 2023 with your team!

7. PROPERTY CALENDAR FOR MARCH 2023-attachment-2nd reminder

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

8. SAFETY MEMO FOR MARCH 2023-attachment-2nd reminder

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.

9. LEASING/MARKETING TIP OF THE WEEK –

Host an Instagram Contest



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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.

Happy Leasing!

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

“Get closer than ever to your customer. So close you tell them what they need well before they realize it themselves.”

Steve Jobs
Businessman
1955-2011