



Michelson Weekly Update

Tuesday, March 10th, 2026

PROPERTY MANAGEMENT



1. BLUE BOOK REMINDERS - attachment

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

Park Forest	Carrington Park	Westshore Colony	The Orion
Alinea Town & Country	Panther Creek Parc	Fenwick Place	The Point at Tamaya
Kensington West	Boulder Creek	Terraces at Forest Springs	Trace Apartments
Orchard Village	Estates at TPC	Harper's Point	Walden Crossing
Southmoor	Vineyards	Bramblett Hills	Whispering Hills

- **Past Due from 03/02-Monthly Property Summary**-Preston Run
- **Past Due from 03/02-Market Study**-Walden Glen
- **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. MARKETING CLASS WALK UP SONGS-2nd reminder

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

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3. WEEKLY RECAP FOR GOOD CALL & REVIEWS-attachment



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Please review the weekly recap for Good Calls & Reviews 03/02-03/08 with your team!

4. **SIGNNOW E-SIGNATURE INSTRUCTIONS - attachment**

All e-signatures should be processed through SignNow, and instructions are attached to use the system. If you have any questions or issues, please reach out to pmsupport@michelsonrealty.com.

5. **ANNUAL MEETING SURVEY - reminder**

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 as soon as time permits!

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

6. **PROPERTY MONTHLY ONLINE REVIEWS – attachment-2nd reminder**

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!

7. **PROPERTY MONTHLY COMPREHENSIVE CALLS – attachment-2nd reminder**

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@michelsonrealty.com.

8. **CONGRATS MEMO FOR FEBRUARY 2026-attachment-2nd reminder**

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

9. **Leasing/Marketing Tip Of The Week**

Host an Instagram Contest

Start an apartment decoration contest on Instagram.



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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.

“Don’t be the same...BE BETTER.”