



# Michelson Weekly Update

Tuesday, March 12<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	Boulder Creek	Harper's Point	Alinea Town & Country	230 Building
Orchard Village	Westshore Colony	Trace Apartments	Bramblett Hills	
Carrington Park	Vineyards	Walden Crossing	Hermitage	
Panther Creek Parc	Fenwick Place	Walden Glen	Southmoor	
Preston Run	Terraces at Forest Springs	Corbin Crossing	Park Forest	

- **Past Due from 03/01-Monthly Property Summary-** Orion, Whispering Hills
- **Past Due from 03/01-Market Study-**Orion
- **Due 03/22-Resident Questionnaire Recap** –Fenwick Place, Kensington West, Panther Creek Parc
- **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 03/04-03/10 with your team!



### 3. 2024 ANNUAL MEETING SURVEY-2<sup>nd</sup> reminder

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!



# JL ichelson Weekly Update

Tuesday, March 12<sup>th</sup>, 2024

## PROPERTY MANAGEMENT

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-2<sup>nd</sup> reminder

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-2<sup>nd</sup> reminder

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-2<sup>nd</sup> reminder

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. 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.



# ichelson Weekly Update

Tuesday, March 12<sup>th</sup>, 2024

## PROPERTY MANAGEMENT

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](mailto:meghang@michelsonrealty.com)

“Start by doing what’s necessary. Then do what’s possible. And suddenly you are doing the impossible.”

St. Francis of Assisi