



Michelson Weekly Update

Tuesday, March 14th, 2023

PROPERTY MANAGEMENT



1. BLUE BOOK REMINDERS - attachment

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

Orchard Village	Westshore Colony	Whispering Hills	Bramblett Hills	Preston Run	Corbin Crossing
Kensington West	Trace Apartments	Southmoor	Carrington Park	Terraces at Forest Springs	Harper's Point
Vineyards	Walden Crossing	Park Forest	Fenwick Place	The Orion	230 Building
Boulder Creek	Walden Glen	Alinea Town & Country	Panther Creek Parc	Hermitage	

- 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 03/05-03/11 with your team!



3. PROPERTY MONTHLY COMPREHENSIVE CALLS – attachment-2nd reminder

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.



4. WEBSITE UNIT AVAILABILITY TIP

The websites are setup to display a maximum of five apartments for any given floor plan, and selection is based on the availability date. On the occasion there is an apartment on notice,



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that will be going on Down status once vacated, and you do not want it to show on the website as available to rent, there is an override available through Voyager. Navigate to Setup > Unit > Review Portal Unit Priorities to manage the available apartments and flag an apartment as “Do Not Show”. There is also an option to Rank the apartments displayed on the website if there is ever a need to override the defaults. Please reach out to yardisupport@michelsonrealty.com with any questions.

5. 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.

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

“Nobody is going to buy from you because you have a quota to meet.
They are going to buy from you because they see value in doing so.”

Bob Burg
Author 1958-?