



Michelson Weekly Update

Tuesday, March 18th, 2025

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

- **Due 03/24-Resident Questionnaire Recap**-Fenwick Place, Kensington West, Panther Creek Parc, Harper's Point
- **Due 03/26-Property Inspections**
- **Due 03/26-Downspout Maps**
- **Due 03/27-Administrative Checklist**
- **Due 03/27-2Q Marketing Plan**
- **Due 03/31-Fire Inspections**-Fenwick Place, Corbin Crossing

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 03/10-03/16 with your team!



3. SPRING LEASING CONTESTS - attachment

We are excited to be rolling out two new leasing contests for Spring 2025! Please review the attached flyer with your team, and if you have any questions, please reach out to matt@michelsonrealty.com. Happy Leasing!



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4. YARDI REPORTS

The SSRS version of the Leasing Availability Report has been adjusted to be more printer friendly. We will be removing the Crystal version of the report from the menus as it has known issues and is no longer being maintained. Please email maryw@michelsonrealty.com if you encounter any issues.

5. YARDI ONE

Yardi, like many other software vendors currently, are enhancing security by requiring Multi Factor Authentication (MFA) when logging in. As part of this process, RentCafe access is now restricted to login through the YardiOne dashboard. Be on the lookout for more information in the coming weeks as we work through the details and set a date.

6. RENTCAFE SITE MANAGER-2nd reminder

Effective 3/10/2025, logins to Site Manager will only be available through YardiOne. In an effort to enhance security, Yardi will no longer allow direct login to Site Manager. We recommend removing any Site Manager bookmarks you may have saved in your browser. Please reach out to maryw@michelsonrealty.com with any questions.

7. ANNUAL MEETING ITINERARIES-2nd reminder

All roundtable itineraries from the 2025 Annual Meeting can now be found at <https://www.mrc-info.com>.

8. CORPORATE RENTAL APPLICATIONS – attachment-2nd reminder

As a reminder, please review with your teams the instructions for running a corporate application through Yardi Screening Works.

9. SEASONAL ROOF MAINTENANCE – attachment-2nd reminder

Supervisors, see the attached spring roof maintenance checklist to use when inspecting roofs this season.

for February 2025 with your team!



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10. Leasing/Marketing Tip Of The Week - attachment

Pet Prom

Alinea let their residents know about this event a month before the King and Queen were chosen. The residents were able to campaign for their pet around the clubhouse. They threw a party to announce the winners with cake a photographer. See attachments of their Prom Court and the King & Queen for the dogs and the cats.

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

“It is not your customer’s job to remember you. It is your obligation and responsibility to make sure they don’t have the chance to forget you.”

Patricia Fripp
Motivational Speaker