



Michelson Weekly Update

Tuesday, March 21st, 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
- Due 04/01-Monthly Property Summary
- Due 04/01-Market Study
- Due 04/26-Resident Questionnaire Recap-The Orion, Trace Apartments
- Due 04/28-Safety Checklist

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 03/12-03/18 with your team!



3. FIDELITY 401K WEB WORKSHOP SCHEDULE-attachment

Fidelity offers a variety of web workshops each quarter to our employees. The attached schedule of these workshops are being added to the company website under 401K Information and will be updated each quarter.



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4. STAPLES UPDATED PRICING-attachment

Please see the updated Staples pricing. There has been a number of items that the pricing is down on. Please use them as a company to compare with moving forward on items.

5. COMMUNITY TRANSFERS

When performing on-site transfers, make sure you are charging the transfer fee to the resident's current/old apartment and not the new apartment they are transferring to. Also, please see and use the attached transfer paperwork when evaluating for a potential resident transfer, and make sure the completed form is saved in the resident's file.

6. WEBSITE UNIT AVAILABILITY TIP-2nd reminder

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, 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.

7. LEASING/MARKETING TIP OF THE WEEK –

Have "WOW" Moments

You may be familiar with the term "WOW" moment that has become popular in many different avenues of apartment marketing. A "WOW" moment is an aspect of your tours or apartments that you can highlight that will help residents see what sets your community apart. It may also be a moment of the tour where you include apartment merchandise, small marketing gifts, food, drinks, and more. Essentially the point of any "WOW" moment is to make your tours, unlike any others. This will help prospects to remember your property when they're deciding where they



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should call home. How is our WOW Fridge stocked? Do have any small gift items for children or pets to give them when touring a model apartment?

Happy Leasing!

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

“Success is the sum of small efforts, repeated day in and day out.”

Robert Collier

Author

1885-1950