



Michelson Weekly Update

Tuesday, March 26th, 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	Westshore Colony	The Orion	Corbin Crossing	Park Forest
Orchard Village	Vineyards	Trace Apartments	Alinea Town & Country	230 Building
Carrington Park	Fenwick Place	Walden Crossing	Bramblett Hills	
Preston Run	Terraces at Forest Springs	Walden Glen	Hermitage	
Boulder Creek	Harper's Point	Whispering Hills	Southmoor	

- **Past Due from 03/22-Resident Questionnaire Recap** –Panther Creek Parc
- **Due 03/26-Property Inspections**-Orchard Village, Carrington Park, Panther Creek Parc, Boulder Creek, Westshore Colony, Vineyards, Harper's Point, The Orion, Trace Apartments, Walden Crossing, Walden Glen, Whispering Hills, Corbin Crossing, Alinea Town & Country, Bramblett Hills, Hermitage, Southmoor, Park Forest, 230 Building
- **Due 03/26-Downspout Map**- Carrington Park, Panther Creek Parc, Preston Run, Boulder Creek, Westshore Colony, Vineyards, Harper's Point, Trace Apartments, Corbin Crossing, Bramblett Hills
- **Due 03/27-Administrive Checklist**-Kensington West, Orchard Village, Carrington Park, Panther Creek Parc, Boulder Creek, Westshore Colony, Vineyards, The Orion, Trace Apartments, Walden Crossing, Walden Glen, Whispering Hills, Alinea Town & Country, Hermitage, Southmoor, Park Forest
- **Due 03/27-2Q Marketing Plan**- Orchard Village, Carrington Park, Westshore Colony, Vineyards, Harper's Point, The Orion, Trace Apartments, Whispering Hills, Corbin Crossing, Bramblett Hills, Hermitage
- **Due 03/31-Fire Inspections**-Vineyards
- **Due 04/01-Monthly Property Summary**
- **Due 04/01-Market Study**
- **Due 04/26-Resident Questionnaire Recap**-The Orion, Trace Apartments, Alinea Town & Country
- **Due 04/30-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.



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2. WEEKLY RECAP FOR GOOD CALL & REVIEWS-attachment

Please review the weekly recap for Good Calls & Reviews for 03/18-03/24 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.

4. PROPERTY CALENDAR FOR APRIL 2024-attachment

Please review the Property Calendar for April 2024 with your team!

5. SAFETY MEMO FOR APILR 2024-attachment

Please review the attached safety memo and watch the safety video with your staff. When you are ready to watch the Safety Video for April, please make sure to copy the WHOLE address into your browser. It starts with 'https' and ends with '24136'. If you need to do so, you may pause this video and return to it **without** it costing Michelson for another viewing.

<https://www.osmanager4.com/videoexternalvos.aspx?aicccourseurl=94058641&ocid=824869&ctype=OC&progid=24136>

6. YARDI VOYAGER

A couple of users requested an Apartment Freon Listing and one is now available on the menu under Reports-Unit.

7. YARDI RENTCAFE CRM

The monthly RentCafe update will occur on 3/22 and for optimal performance, you should clear your internet cache after every release.

8. LEASING/MARKETING TIP OF THE WEEK –

Create Niche Amenity Pages



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Lots of tenants have specific amenities and/or requirements that they want. Instead of listing your amenities in a giant list, make detailed pages about each amenity. Try to rank for searches like “apartments with [amenity]”.

You can use Google Suggest for ideas. Go to Google and type in “[city] apartments with” and hit space, but not enter. You’ll see some suggestions.

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

“Strive not to be a success, but rather to be a value.”

Albert Einstein