



Michelson Weekly Update

Tuesday, March 28th, 2023

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

- **Past Due from 03/24-Resident Questionnaire Recap- Panther Creek Parc**
- **Due 03/28-Property Inspections**-Orchard Village, Boulder Creek, Westshore Colony, Trace Apartments, Walden Crossing, Walden Glen, Whispering Hills, Alinea Town & Country, Bramblett Hills, Park Forest, Carrington Park, Fenwick Place, Panther Creek Parc, Preston Run, Terraces at Forest Springs, Orion, Hermitage, Corbin Crossing, 230 Building
- **Due 03/28-Downspout Map**-Boulder Creek, Westshore Colony, Walden Glen, Whispering Hills, Southmoor, Alinea Town & Country, Bramblett Hills, Carrington Park, Fenwick Place, Panther Creek Parc, Preston Run, Terraces at Forest Springs, Orion, Corbin Crossing
- **Due 03/29-Administrative Checklist**-Boulder Creek, Westshore Colony, Park Forest, Hermitage
- **Due 03/29-Marketing Plan 2Q**-Kensington West, Orchard Village, Westshore Colony, Whispering Hills, Alinea Town & Country, Bramblett Hills, Carrington Park, Panther Creek Parc, Preston Run, Orion, Hermitage
- **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.



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2. WEEKLY RECAP FOR GOOD CALL & REVIEWS-attachment

Please review the weekly recap for Good Calls & Reviews for 03/18-03/25 with your team!

3. FIDELITY 401K WEB WORKSHOP SCHEDULE-attachment-2nd reminder

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. STAPLES UPDATED PRICING-attachment-2nd reminder

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-2nd reminder

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. LEASING/MARKETING TIP OF THE WEEK –

Splash Some Color Into Your Marketing Materials

From the sweet pastels of flowers to the vibrant greens of new grass and leaves, spring is filled with engaging color palettes. Use these in various marketing materials including email campaigns, sales promos on your website, social media posts, and even good old-fashioned circulars in snail mail. Lively colors are much welcomed after a dreary winter to get people in a better (and spending)



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Happy Leasing!

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

“How you sell matters. What your process is matters. But how your customers feel when they engage with you matters more.”

Tiffani Bova
Author